



ALPHA BANK

Alpha Bank's objectives were to use Outdoor for awareness building, and to celebrate the new 10 Years in the Cyprus Market as one of the leading banking institutions on the island. Through the various types of outdoor media - large, premium formats of outdoor advertising on a national scale around Cyprus - Alpha Bank increased significantly its awareness in the Cyprus Market.

The formats chosen were used to create maximum impact with various sizes and stature of the sites, allowing Alpha Bank to emphasise this 10 Years Together - which was the main motto of the campaign.

Create

AdBoard