



Interreg



Danube Transnational Programme

DA-SPACE

**GUIDELINES FOR THE PILOT PHASE OF THE DA-SPACE
PROJECT:**

THE OPEN INNOVATION LAB

Youth Current Account by Erste Bank



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Please fill the Challenge Template in each part together with the seeker. It could be useful to organize a workshop with the seeker to help them understand better how the challenge should look like and the possible output of DA-SPACE lab. Please use the DA-SPACE official document template

1. Name of the challenge (short, powerful and inspiring description):

- **Youth bank account – How to inform young people about the benefits of the account, specially designed to meet their particular needs and create successful social media campaign?**





- **Context:** *(what is the background information behind the challenge, what is the state of the art of the sectors, the role of the organization in this context, the target group to whom the solution need to be addressed, etc)*
- The way how to enter into the world of adults is very important to young people. A part of this adult world is related to financial services, as well. We have created a special current account for young people, 16 to 27 age old, which is totally free. Key benefits of the account:
 - Credit card for free, no issuing fee nor monthly fee
 - Debit card to young people 16-27 years old
 - ID card for the current account in RSD
 - Possibility to withdraw cash on ATMs in the country and abroad
 - Possibility to withdraw cash on Erste ATMs free of charge
 - Pay for goods and services in stores in the country and abroad
 - Pay for goods and services on Internet
 - E-banking services: NetBanking free of charge and mBanking
 - Special benefit for card users: 20% discount on yearly membership of international youth cards: ISIC (International Student Identity Card) and EYC (European Youth Card)

The card is valid for 3 years and the only documents requested are: ID card (for 18+) or Statement of birth and presence of one parent (for



18-)

These benefits are for teenagers, 16 to 18 and to young people from 18 to 27, only. After the age of 27 it is assumed that they get paid jobs and the account becomes charged with maintenance fee.

Also, having the youth account for their children, parents can send them away for travel or excursions without any worries about the pocket money kept in cash any more. The card allows them to monitor the balance and control the spending at certain point with option to deposit more if needed.

More information:

<https://www.erstebank.rs/sr/Stanovnistvo/racun/Omladinski-tekuci-racun>

2. **Problem:** *(What is the problem that needs to be solved, why is important to solve, impact of this problem in the close future, impact of the problem on local or international area)*

We are aware of the fact that benefits of this account are unique in our market but the awareness is not satisfying. There is so much potential which we would like to focus on having the results from the analysis the teams make:

- Analysis of the competition in our market
- Insights from the market coming from the target groups (youngsters and their parents)
- Naming strategy – proposal of the name of “Omladinski račun”
- Propose creative platform for the communication
- Create a communication plan on social media



Communication Goals:

- Inform target audience about “Omladinski račun” (replaced with the proposed new name) and additional benefits (e-banking services: NetBanking, NovoMob, mBanking)
- Strong call to action
- Build awareness of Erste Bank Youth current account

3. **Additional info (for internal use):** *(what is expected to be delivered by the team (idea/concept/prototype), what are the specific tools & instruments that shall be used (eg. Programming language etc), what are the asset (as knowledge, materials) will be given to the team*

- We expect the team to make the market analysis of competition and similar offers on the market.
- The key information should be focused on showing a reliable knowledge of the target group (teams are about the same age, so we expect them to ask themselves questions and give honest answers). The survey is also expected. The challenge is to find out their expectations and satisfying points. Therefore, the outcomes and results are supposed to be presented in simple way, using precise wording and illustrations/graphs if possible.
- Naming strategy: we expect at least three proposals (more are also welcome 😊) that fit the best our brand values, image and product portfolio. Short explanation for each proposal is expected.
- We have limited the campaign on social media only (FB, Instagram and Twitter). If there are suggestions of using other channels – more than welcome. Please, think of creative approach (well explained if not designed) and formats and present them accordingly.

4. **Skills of the team (for internal use):** *what specific skills shall the team*



have in order to address the challenge

- Passion for challenges and problem solving
- Understanding the market
- Analytical and presentation skills
- Ability and willingness to self-reflection
- Knowledge of Social networks functioning (using them only is not enough)

5. About the Seeker:

-Please visit: erstebank.rs

Please note that Erste bank has a special focus on building financial literacy and promoting it in the future. We believe that only people who understand financial services are able to use them safely so that they can be financially independent as the bases for personal growth and development.

Tip: Good questions to ask the Seeker when defining a challenge:

- *What could be the new strategic areas at your organization?*
- *What are the BIG problems your organization will solve in 5 years?*
- *What would you like to learn more about?*
- *What is interesting for YOU or your team?*
- *Challenges/problems or ideas/concepts you want to test out?*