

The Commonwealth Bank Property Guide

Agency: The White Agency
Client: Commonwealth Bank Australia

Strategy

By mid-2010 the Australian property market had slowed and to maintain its position as Australia's leading and most trusted home lender, the Commonwealth Bank decided to become a central part of the consumer journey from the initial property research to buying a home.

Tactics

With 72% of customers using their laptop or mobile to access relevant information on the move, an innovative mobile approach providing all the information through a single platform was required. The Commonwealth Bank Property Guide became Australia's first complete end to end property search, research and financing tool on a mobile handset.

Results

With 117,246 downloads in 24 weeks (target 100,000 in 26 weeks), the app peaked at number one amongst all lifestyle-related apps and at number three amongst all apps in the Australian market. More than 455,000 user sessions were initiated with 33% of unique users using the app at least monthly. 1.2 million property searches were made and there were tens of thousands of engagements with calculators, videos and articles. This also translated into an average of more than 45 calls per week to the Commonwealth Bank home loans number.

Judges' Comments

"The App has redefined the way people search for property and in turn changed the Real Estate industry. It pushed the boundaries of technology and augmented reality, giving power to the consumer."

