

Beyond Bank appoints Carat to media account

Carat Adelaide has won the sought after Beyond Bank account following a competitive pitch with unnamed agencies.

Beyond Bank is one of Australia's largest 100% customer-owned banks. It provides personal, business and community banking services to more than 260,000 customers across metro and regional SA, WA, NSW, Victoria and the ACT.

Established more than 60 years ago, Beyond Bank is focussed on the financial wellbeing of its customers with the aim to create more prosperous, sustainable and successful communities.

Peter Rutter, General Manager of Strategy, Brand and Community, said of the appointment: "Our partnership with Carat allows us to bolster our capacity to engage across our network, in line with our aim to be the best local bank and to create real value-based outcomes for our customers and communities across Australia."

Vikki Friscic, Managing Director of Carat Adelaide, added: "To be awarded the prestigious

Beyond Bank is beyond amazing! We see enormous opportunities for Beyond Bank and are privileged to be able to partner with such a collaborative and unified team."

In 2007, the Beyond Bank Foundation was established with a primary purpose to give back to the community and support community endeavours. The Foundation has contributed more than \$25 million to local communities through sponsorships, grants, and donations.

Carat will handle TV, Radio, Print, Out of Home and Digital – commencing 1 March.

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