

## **Caja Madrid launches a salaries campaign, to build loyalty with its clients and those who want to become clients, that includes a prize draw for 10 cars and direct gifts**

- Clients who have their salary or pension paid directly into the account will be placed in the draw for 10 Mini ONE cars
- Clients who have their salary paid in directly will receive an e-touch multimedia tablet or a Blue Ray player, according to the size of the salary
- The campaign will take place during the months of June, July, August and September

Caja Madrid launches next Friday an ambitious campaign to capture salaries, called “Nómina 2038”, a campaign aimed at its current clients and at those who want to become clients.

The new campaign stresses the strategy of relationship-building and client loyalty, initiated at the end of 2009, via a series of publicity campaigns under the slogan “2038”, the code that denotes and identifies Caja Madrid.

Over the next four months, all clients who have their salary or pension at Caja Madrid will enter the draw for 10 Mini One cars. In addition, those clients who have their salary or pension paid in directly will receive gifts, and all the advantages associated with the Salary Service of Caja Madrid.

During the months of June to September, clients whose salary or pension is paid in directly and is higher than 800 euros will receive a Samsung Blue Ray player as a gift. For salaries or pensions equal to or more than 1,800 euros, the gift will be a Toshiba Journ.E touch multimedia tablet.

With this campaign, Caja Madrid strengthens its strategy of differentiation from the rest of the financial institutions, rewarding its clients' faithfulness and with the aim of attracting new clients from the competition. Specifically, with this new campaign, the company expects to attract more than 100,000 new clients. Currently, Caja Madrid has more than 2 million clients with the salary paid in directly.

The Salary Service of Caja Madrid will continue to have, furthermore, its traditional advantages, including the application of preferred interest rates in the granting of mortgages and credits, exemption from maintenance fee in the salary account, free Mobile Alerts Service, accident insurance with coverage of 9,015 euros, free correspondence with a comprehensive statement, automatic overdraft coverage of direct debits of up to € 600 and discounts on Mapfre home insurance policies of up to 25%.

### **Massive advertising campaign**

The new campaign for capturing salaries carries a significant 360° advertising campaign, that will be present in all current communication channels and latest technologies. It will take place across all media channels, social networks, applications for mobile phones, activities in branches, direct marketing, and also communication via ATMs.

The creative line continues to be marked by a tone of humour, encouraging consumers to bring their salaries in a clear and amusing way. In addition it has its own microsite: <http://www.nomina2038.es>.