TURNLEFT × Stanbic Bank



CASE STUDY

Turning Employees into Brand Ambassadors.

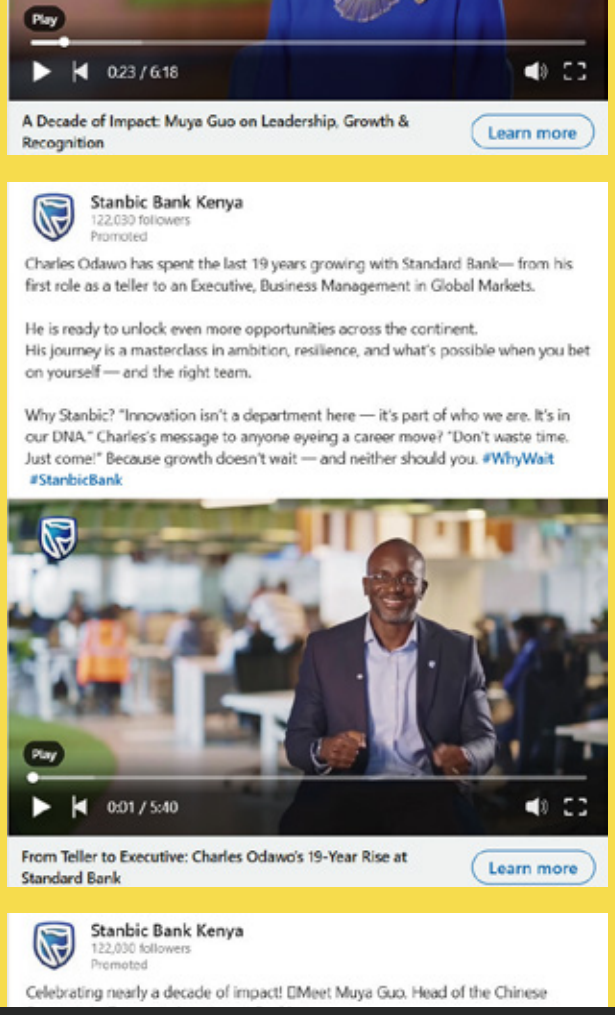
The Stanbic ‘Why Wait’ Success Story.

Stanbic Bank Kenya is a member of the Standard Bank Group, Africa’s largest bank by assets. With a solid foundation in Kenya and history spanning over 110 years, Stanbic is one of the top banks operating in Kenya focused on fostering her socio-economic growth wide with a branch network across the country providing services to individuals, businesses and Commercial clients.

In a competitive market where employer messaging often blends together, how does a leading bank stand out? The ‘Why Wait’ campaign replaced polished advertising with real employee stories, resulting in benchmark-beating engagement and stronger talent connection across Kenya.

The Challenge.

- Position Stanbic Bank as an employer of choice through authentic employee storytelling that reflects its culture of opportunity and purpose.
- Resonate with a broad Kenyan audience to build trust and elevate brand visibility.
- Maintain strong engagement while optimising budget efficiency throughout an extended campaign period.
- Attract top talent in a competitive market by balancing inspiring narratives with measurable impact.



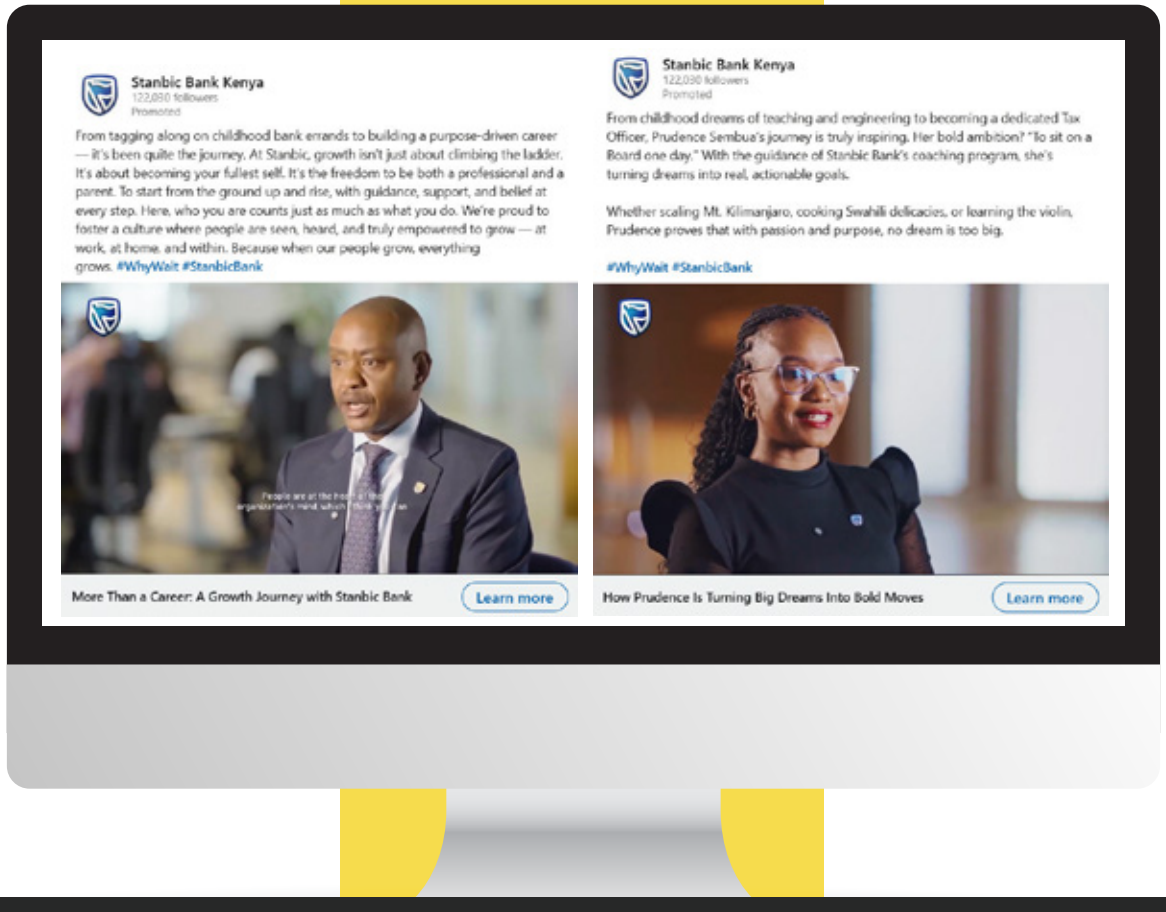
The Approach.

Produced 19 purpose-led videos and 3 animated quote cards spotlighting real Stanbic Bank employees and leaders.

Featured candid reflections on personal growth, leadership, and impact to reinforce the 'Why Wait' message through lived experiences rather than scripted promotion.

Employed a human-centred storytelling approach to sustain audience interest and position Stanbic Bank as a brand that empowers action and progress.

The Solution



Video Ads launched to capture attention and drive engagement .

- Messaging crafted to provoke action and emotional connection, encouraging reflection on financial decision-making ("Why Wait").
- Multiple Assets rotated to maintain freshness, prevent fatigue, and address different audience motivations.
- Automated Bidding optimised cost efficiency throughout the campaign.

KEY METRICS

CTR, video views, and engagement rate as indicators of resonance.

The Results.

5.7%
Peak CTR.

Exceeded the Kenyan benchmark of 0.74%, demonstrating exceptional audience engagement.

48.56%
View Rate.

Exceptionally high engagement, indicating strong creative resonance.

912 131
Video Views.

Achieved in top-performing campaign phase.

$0.28
Cost-per-click.

Lowest CPC achieved in September.



There's power in being unapologetically you; that's where real growth begins.

Wairimu Nduhiu
Digital Marketing Specialist
Stanbic Bank

The Insights.



AUTHENTIC STORYTELLING WINS

Employee-led narratives outperform scripted corporate messaging; audiences engage with real people and genuine experiences over polished advertising.



FRONT-LOAD YOUR MESSAGE

High view rates (48.56%) but low completion (0.42%) prove you have 3-5 seconds to hook viewers, lead with your strongest message, not your brand logo



SHORTER IS STRONGER

Consider 15-30 second formats over longer videos. Attention captured doesn't equal attention retained; optimise for mobile-first viewing habits.



TRUST AUTOMATED BIDDING

CPC improved from early campaign to $0.28 by September, allowing algorithms time to learn and optimise rather than constant manual intervention.



ROTATE CREATIVE FREQUENTLY

Multiple video assets maintain freshness across extended campaigns, prevent creative fatigue by refreshing content every 4-6 weeks.



EMOTION + ACTION = ENGAGEMENT

Messages that combine emotional resonance with a clear call-to-action (‘Why Wait’) drives higher CTR than purely informational content.