TURNLEFT × Stanbic Bank Kenya



CASE STUDY

2025 TO 2026

Shaping Africa's Infrastructure Narrative.

The Stanbic CIB 'Blue Space' Success Story.

Stanbic Corporate and Investment Banking, part of the Standard Bank Group, serves Kenya's senior financial and business communities. Its Blue Space platform produces thought leadership on Africa's infrastructure opportunity, capital mobilisation and long-term growth.

When the goal is resonance rather than reach, how does a corporate bank cut through? The Blue Space campaign paired authoritative single-image creative with high-impact video to spark dialogue around Africa's infrastructure future, delivering engagement that comfortably outpaced Kenyan benchmarks.

The Challenge.

Reach a specialised Kenyan audience of 360 000+
- Senior Finance and
- Investment Professionals.

Drive lower-funnel action through website visits, not just upper-funnel attention.

Establish Blue Space as a credible thought leadership platform in a crowded corporate banking space.

Deliver against benchmark within a US$7 136.09 budget over 121 days.

The Audience.

Layered targeting at scale, concentrated on senior professionals.

- **Location:** Kenya.
- **Interests:** Public Finance, Agriculture, International Development, Financial Investing, Renewable Energy, Corporate Finance and Real Estate Services. The sectors where capital decisions get made.
- **Skills:** Finance and Economics, Banking, Strategy and Consulting, Leadership Development, Business Law, Financial Reporting and Change Management.
- **Seniority:** CXOs, Directors, VPs, Partners and senior professionals, the people whose engagement matters most.



The Approach

1

Deployed a mix of single-image and video creatives, each tied to a Blue Space episode and theme.

2

Anchored messaging in Africa's infrastructure opportunity, Kenya's investment landscape and the role of domestic capital.

3

Combined layered targeting with automated bidding to focus delivery on users most likely to engage.



The Solution.

> **The campaign combined authoritative single-image creatives with compelling video storytelling to spotlight Africa's infrastructure opportunity.**

- The single-image creative introduced sharp thought-leadership hooks. Africa's Four Trillion Opportunity spotlighted the scale of the continent's investment gap; Infrastructure as a Strategy framed infrastructure as the central driver of competitiveness. Both drove above-benchmark CTR.
- Video creative brought the narrative into motion. The Future of Infrastructure resonated with professionals tracking regional development. Designing Africa's Edge opened with striking visuals of transport and logistics, a hook that drove much of the campaign's 90 000+ views.

The Results.

2.55% Click Through Rate.

Over three times the Kenyan benchmark of 0.75%.

4 039 Website Clicks.

Substantial lower-funnel action into the Blue Space hub.

520 430 Impressions.

Delivered to 75 113 professionals at a frequency of 4.91.

3.87% Engagement Rate.

More than double the national median of 1.68%, from 13 293 member clicks and 20 122 engagements.

90 594 Video Views.

A 45.29% view rate with 5 294 completed views, a 2.65% completion rate, effectively matching the best-in-class benchmark of 2.70%.



We didn't set out to produce content. We set out to earn the attention of decision-makers shaping Africa's future. Blue Space showed us that when insight is relevant, senior audiences don't just watch they engage, explore and act.

Kelvin Kuria Ndung'u
Senior Marketing Manager
Corporate & Investment Banking

The Insights.



RELEVANCE OUTPERFORMS REACH

Layered targeting across interests, skills and seniority more than doubled engagement against the national median. Precision beats broad exposure with senior audiences.



CREATIVE AUTHORITY EARNS CLICKS

Assets framed around substantive economic themes, not product messaging, drove a CTR over three times the Kenyan benchmark. Thought leadership is a performance lever, not just a brand-building indulgence.



VIDEO REWARDS A STRONG OPEN

A 45.29% view rate shows the opening seconds matter most. Strong visual openings anchored in a single, clear idea hold the attention of senior audiences who rarely sit through generic corporate videos.



UPPER- AND MID-FUNNEL TOGETHER

Strong engagement, alongside 4 000+ website visits, confirms that thought leadership can deliver both brand-building and traffic at once. They are not competing objectives.



TRUST AUTOMATED BIDDING

Letting the algorithm optimise over 121 days, rather than intervening manually, led to efficient delivery and near-best-in-class completion.