



KAPITALBANK

My bank

october 2024 – march 2025

CONTEXT

Kapitalbank is the No. 1 bank for small and medium-sized businesses in Uzbekistan.

It positions itself as a partner that helps entrepreneurs solve their challenges — from opening an account to scaling their business. Traditionally, B2B banking communications focused on tariffs and products.

Kapitalbank was the first to speak to entrepreneurs through people and emotions.

CHALLENGE

Small and medium-sized businesses in Uzbekistan bring together tens of thousands of entrepreneurs across trade, services, and manufacturing. They look to the bank not only for handling their finances but also for ensuring the stability of their business.

The goal of the campaign is to show that Kapitalbank shares this responsibility and stands by their side.





KAPITALBANK

BRAND ESSENCE & USP

«Kapitalbank — the partner of small and medium-sized businesses»

The market leader in serving
SMEs in Uzbekistan
(No.1 in client base and
SME-focused products)

On-site service and
remote banking delivered
directly to the client

A full e-commerce and
fintech ecosystem with its
own marketplace

*My bank will come to you — no need to go anywhere anymore

CREATIVE SOLUTION

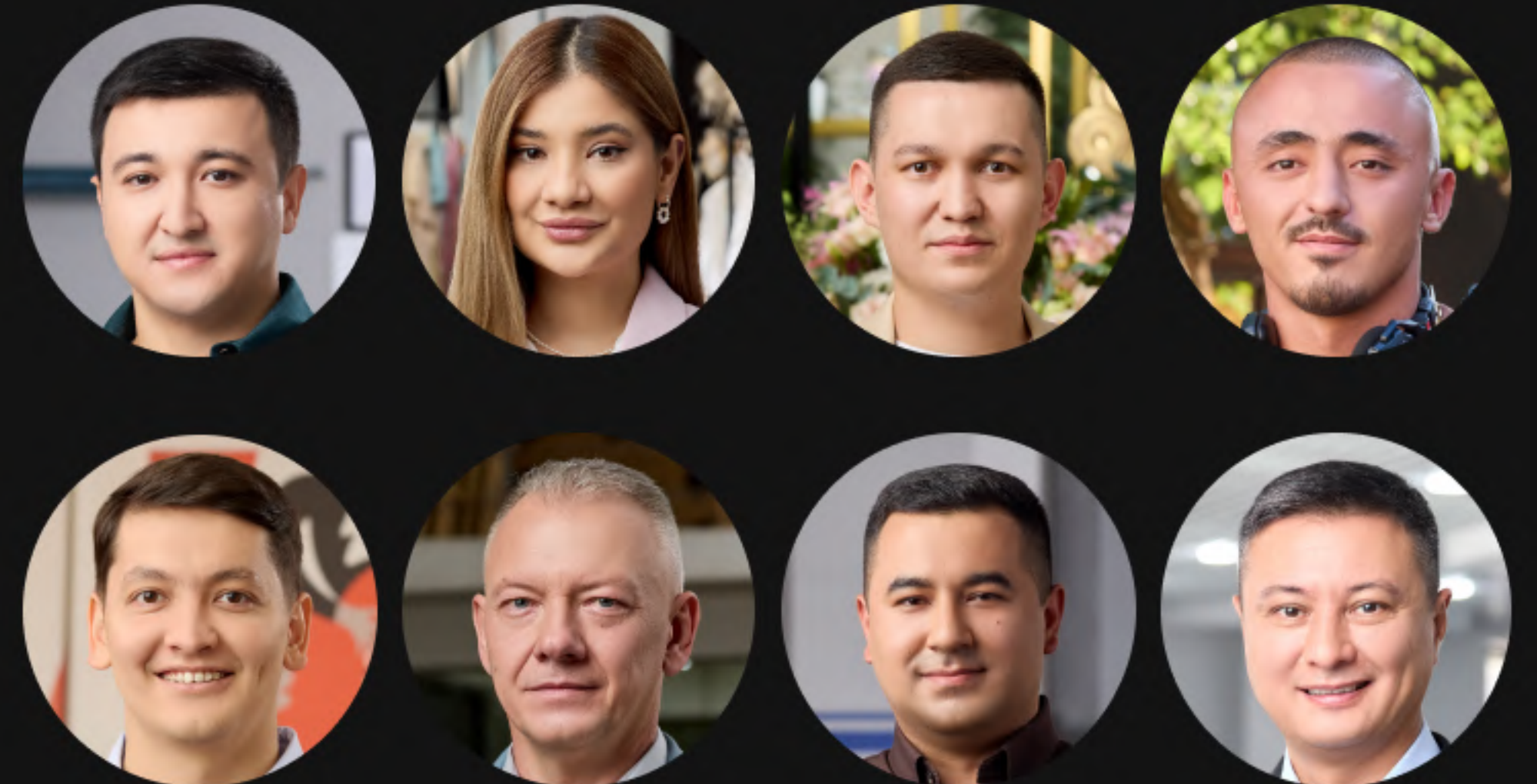


The campaign featured well-known entrepreneurs trusted by the business community. Their participation reinforced credibility and trust in the brand.

A unified visual style highlighted real entrepreneurs, with each portrait telling an authentic story.

Real locations and genuine emotions emphasized authenticity.

The message — “My Bank...” — was personal and credible.



 **KAPITALBANK**

**Mening bankim
biznesingiz uchun qulay
depozitlarni taklif etadi**

Muhrimjon Abdulazizov
Gul do'koni boshqaruvchisi

 **1278**



EXECUTION

An OOH campaign rolled out across the capital and key regions: Tashkent, Samarkand, Fergana, Bukhara, Nukus, and other cities.

Formats: billboards and city boards.

A scale never before achieved by any B2B bank in Uzbekistan.

* My bank offers flexible deposits for businesses



 **KAPITALBANK**

**Mening bankim oson
erishishga yordam beradi**

Nargiza Majitova
Kiyimlar do'koni egasi

 **1278**

New
clients

3 566
acquired

Engagement
metrics

3,2M
impressions
146 378
clicks

Outdoor
advertising

65%
leads
37%
conversion

RESULTS

Kapitalbank has secured its position as the No. 1 bank for small and medium-sized businesses.

*My bank helps me reach new heights more easily



KAPITALBANK

**Mening bankim barcha biznes
sheriklarimning ishonchligini
tekshirdi**

Azamat Usmonaliyev
Mebel sexi egasi



KAPITALBANK

**Mening bankim siz
istalgan vaqtda va joyga keladi**

Aleksandr Markelov
Texnika do'koni egasi



KAPITALBANK

**Mening bankim tezda biznes
uchun hisob ochadi**

Bekzod Abduvaliyev
Video prodakshn asoschisi

WHY IT MATTERS

Traditionally, B2B banks spoke the language of tariffs and terms. Kapitalbank started speaking the language of entrepreneurs. The campaign brought the brand closer and proved that creativity works in B2B.

* My bank has checked the reliability of all my business partners.

* My bank will come to me anytime, anywhere.

* My bank quickly opens a business account.

A large billboard is mounted on a concrete wall in an urban setting. The billboard has a black background with a thin white border and displays the text 'Thank you for your attention!' in a white, bold, sans-serif font. The background of the image shows a street with trees, some with yellowing leaves, and a clear sky. The billboard is the central focus, and its message is clear and direct.

Thank you for your attention!