

N26

Can you actually love your bank? In its new global brand campaign, N26 challenges industry standards.

- Berlin-based bank N26 has launched its new global brand campaign called ‘This is how I bank’, showcasing how N26 enables customers to bank with confidence and freedom.
- The campaign is live in Germany and Austria. Spain will follow in October, and other key markets in January 2024.
- Airing across YouTube, Instagram, Facebook, TikTok, Twitch, digital TV, digital display, and billboards in major European cities, the campaign is set to be the largest to date from N26 by media spend.

Berlin, 4 October, 2023 – [Berlin-based online bank N26](#) has launched its new full-funnel, multi-channel global brand campaign, ‘This is how I bank’. The campaign showcases how N26’s innovative and customer-centric approach to banking gives everyone the confidence and freedom to bank where, when, and exactly how they want to.

Based on the insight that the banking industry is often out of step with customer needs, ‘This is how I bank’ tells the story from the customer’s perspective, showing how N26 offers smart, digital banking tools that give them full control over their finances on their own terms.

In the campaign’s [30-second hero film](#), viewers enter a stylish world of seamless and stress-free banking. Every scene is accompanied by a rhyming voice-over in which the film’s diverse cast of characters explain how they manage their money with confidence. In one scene, for example, we see how a customer can instantly lock and unlock their bank card in the N26 mobile app, while another demonstrates the ease of making instant payments to other N26 customers.

N26 VP of Brand Marketing, Activation & Content, Carine van der Heijden, said: “In a market environment where consumers are often still sceptical of neobanks, our aim was to win trust, while showcasing the simplicity of our product, how it helps our customers become more confident in their finances, and how banking with N26 fits seamlessly into any modern lifestyle.”

Global Executive Creative Director at N26, Kai Heuser, said: “As a brand that is challenging the traditional banking model, we always aim to do creative work that makes it clear that we are a bank like no other. Other banks certainly aren’t talking about people banking in their underwear, and this is just one example of the authenticity we want to reflect — where any customer can feel confident banking on their own terms.”

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'This is how I bank' launched in Germany and Austria in late September. Spain will follow in October, and the brand's other key markets in January 2024. It was conceived and produced by N26's in-house creative studio, with Amoxi Media as production partner and Stini Roehrs as director and photographer.

The campaign will air across an innovative and diverse media mix, including YouTube, Instagram, Facebook, TikTok, Twitch, digital TV, digital display, and billboards in major German cities. It will also be amplified by the brand's owned channels, including organic social, in-app, lifecycle, the N26 website, and blog.

About N26

N26 AG is Europe's leading digital bank with a full German banking licence. Built on the latest technology, N26's mobile banking experience makes managing money easier, more secure and customer friendly. To date, it has welcomed more than 8 million customers in 24 markets, and processes over 100bn EUR in transactions a year. N26 is headquartered in Berlin with offices in multiple cities across Europe, including Vienna and Barcelona, and a 1,500-strong team of more than 80 nationalities. Founded by [Valentin Stalf](#) and [Maximilian Tayenthal](#) in 2013, N26 has raised close to US\$ 1.8 billion from some of the world's most renowned investors.

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