Offering a borderless payment experience designed around the needs of entrepreneurs today, fintech company Neat engaged BBC StoryWorks with a very clear objective: Raise awareness and consideration of the new Visa + Neat corporate cards, targeting SMEs in Hong Kong.

**Inspired by trust**

A key insight was that trust and favourability towards the BBC brand had increased during the pandemic, with BBC News the #1 international news publisher in Hong Kong. Ad recall, brand awareness and sentiment were all higher for campaigns during the pandemic, making BBC.com an ideal platform.

**An engaging campaign**

Entrepreneurs are keen to read about business success, particularly from experts and SMEs in their home market. Four branded content articles were created, featuring the benefits of Visa + Neat accounts and cards, as well as topics related to running a business, especially in Hong Kong.

**Making the numbers**

This campaign ran for less than two months in the early days of the pandemic; however, despite all the uncertainty, the results were very positive. A total of 14,539 total page views were recorded, along with an average dwell time of 190.8 seconds per article. The top performing article by far was “A Neat Fintech”.

Click to discover more and view the work