N26 US launch campaign proclaims you'll love their early salary payment, transparency and other features

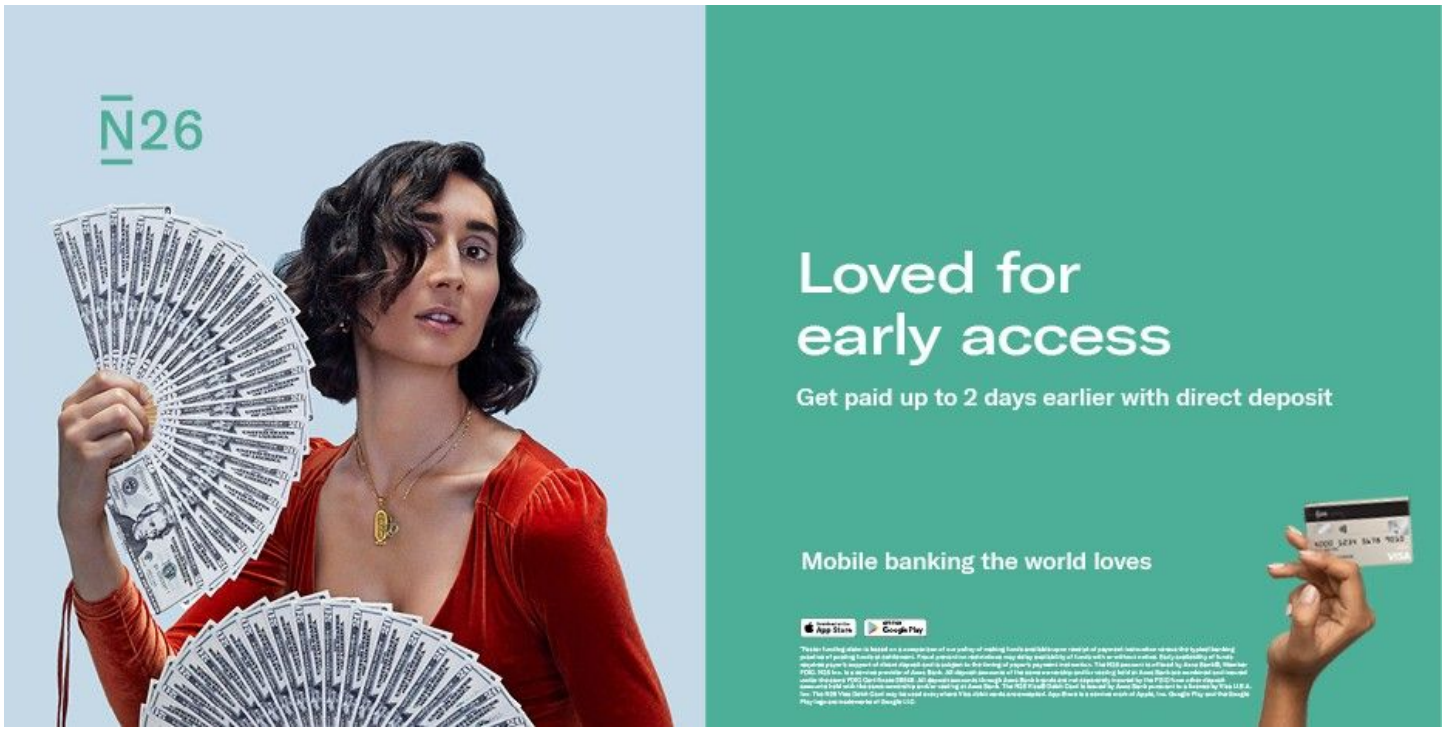
USA *September, 2019*

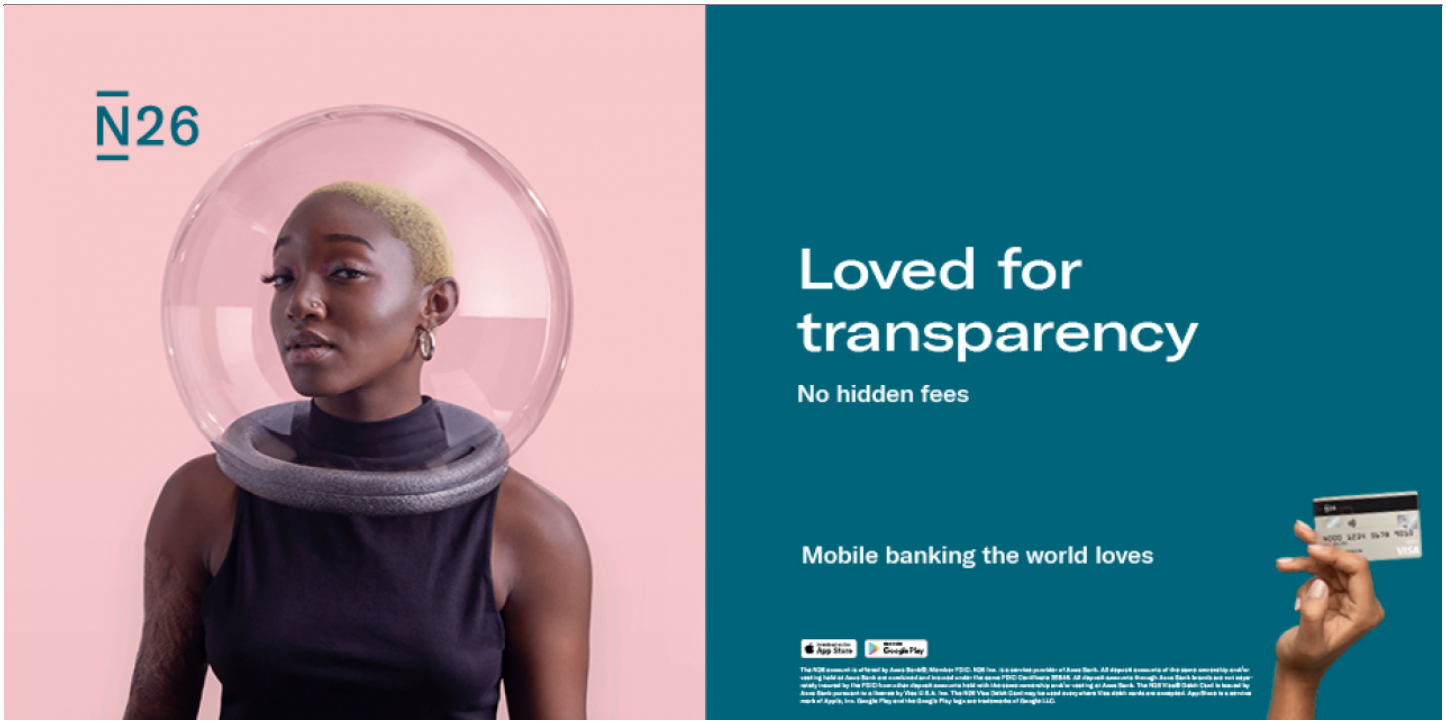
N26 has launched in the US supported with an advertising theme based around the concept of "Mobile banking the world loves." One purpose of the tagline is obviously to hint that while N26 is a new brand it must be a serious and trustworthy new player as *the world already loves it*. The advertising (see below) in New York, San Francisco and Chicago is heavily OOH - on buses, trains and taxis – along with social and a program promoting student brand ambassadors for word-of-mouth.

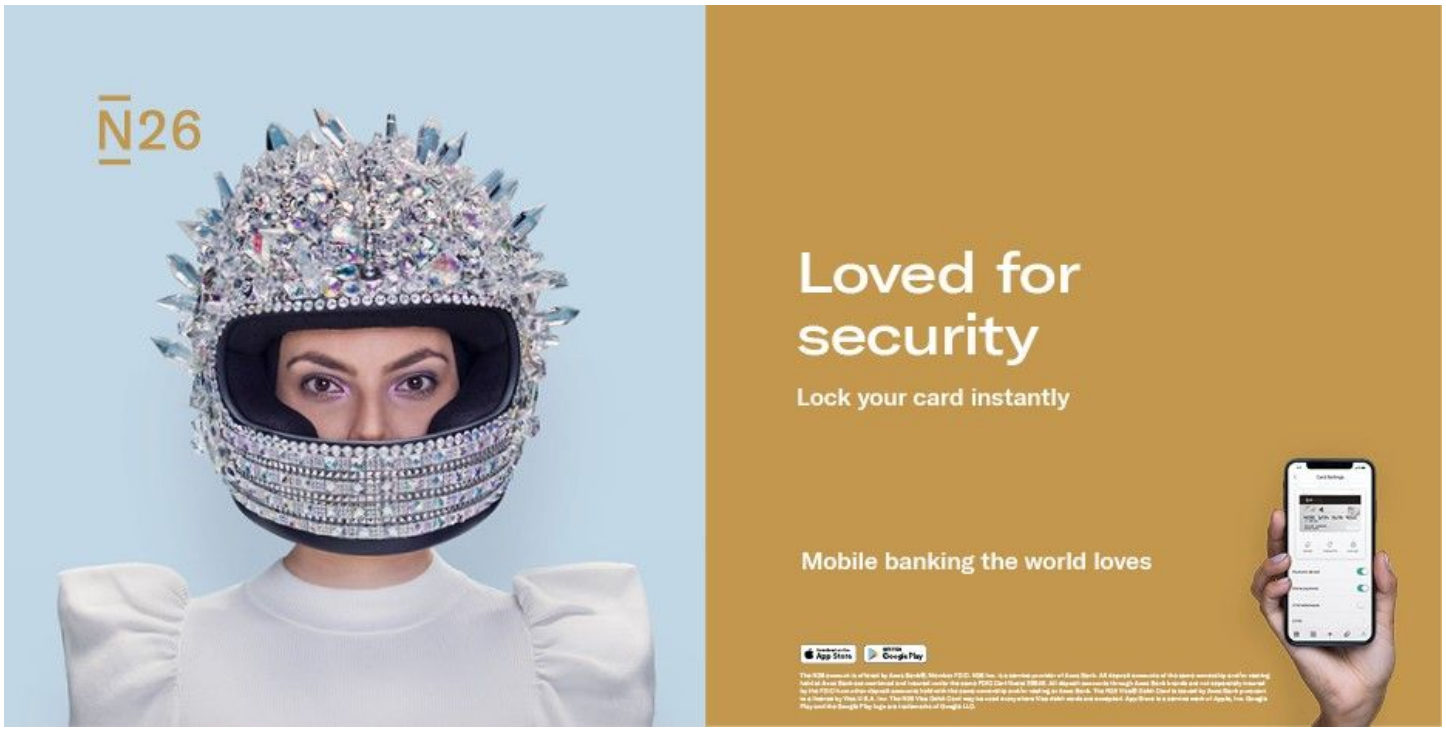
For the US, N26 is including the following features: Early access to salary payment (2 days early like competitor Chime), 'Perks' such as 10% discount on Tidal's streaming music service, the Luminary podcast platform, Blinkist reading app or the Aaptiv health and fitness app and a new peer-to-peer lending service called MoneyBeam that allows users to send funds to friends, family or anyone on their smartphone contacts list.

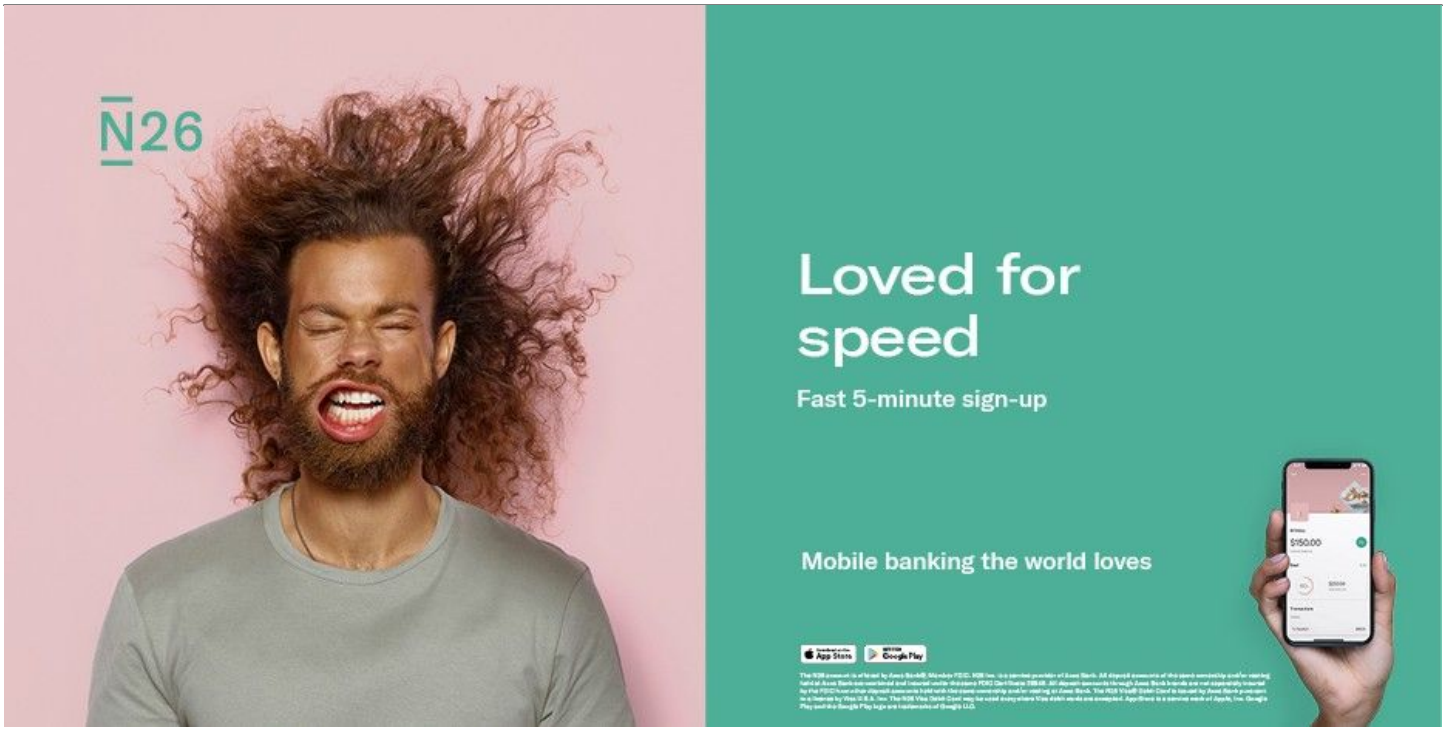
For the campaign each ad highlights a specific feature of N26 that they say customers would love: Speed of sign up; Transparency with no hidden fees, security features like real-time notifications, card locking and getting paid up to 2 days early.

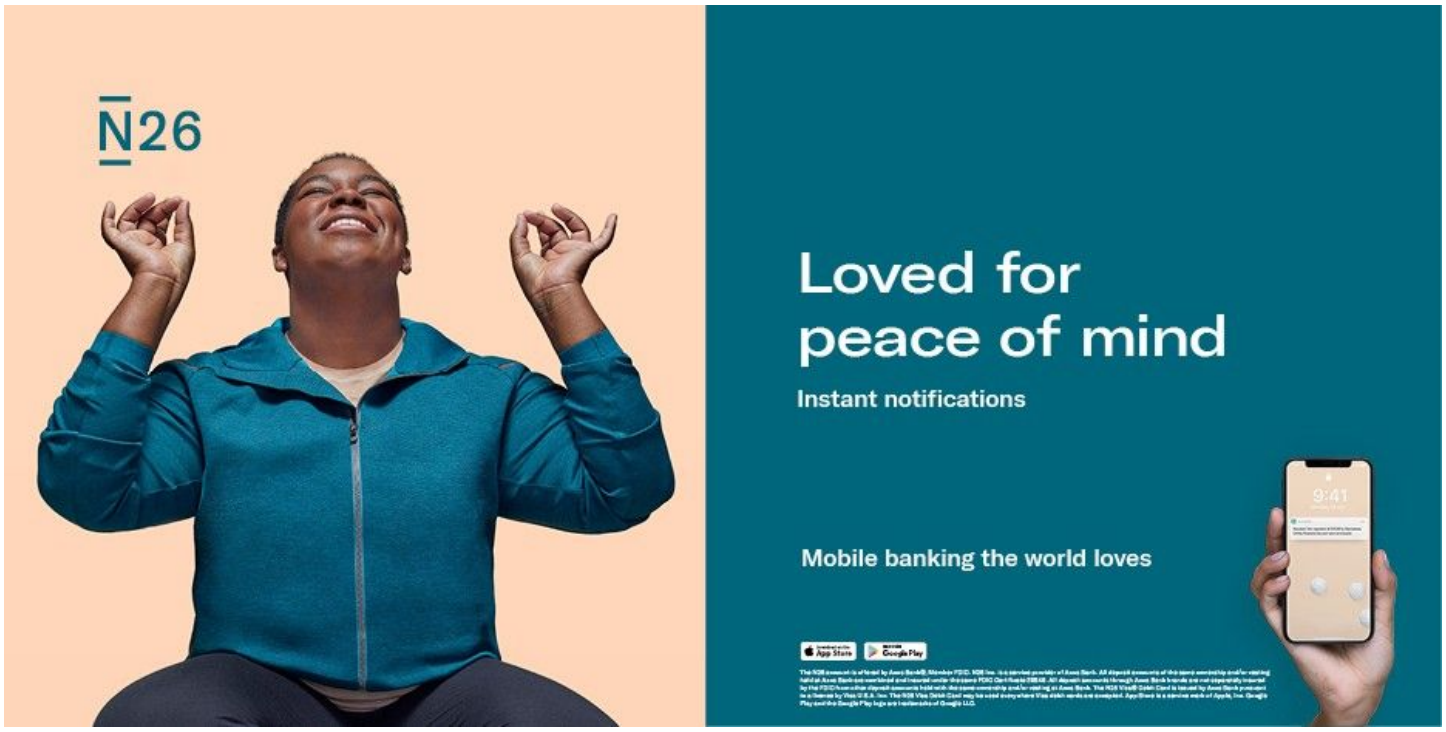
The campaign aims to showcase the bank's core values in offering a banking experience that's fast, easy and enjoyable, says Nicolas Kopp, U.S. CEO of N26 Inc. "We want to solve the pain points that customers usually have with traditional banks: hidden fees, slow and complex sign-up process, poor digital experience."




N26
Loved for transparency
No hidden fees
Mobile banking the world loves


N26
Loved for security
Lock your card instantly
Mobile banking the world loves


N26
Loved for speed
Fast 5-minute sign-up
Mobile banking the world loves
App Store
Google Play


N26
Loved for peace of mind
Instant notifications
Mobile banking the world loves
App Store
Google Play