

## **A new commercial campaign from DenizBank: There is only fastPay**

In its new commercial film, DenizBank announces the departure of time-consuming financial transactions procedures from our lives thanks to the digital wallet fastPay which can be used by everyone, bank customer or not, by downloading it on their mobile devices by using depixelization metaphor.

Starring Lemi Filozof, the film emphasizes how the obligation to carry a credit card to make a payment in shopping, supermarkets, restaurants and every area of daily life has been removed and loan application processes have gotten easier.

At the same time, the film conveys that the users now have the chance to pay for their purchases without contact, transfer money without needing IBAN, realize a transaction without waiting in utility bill queue or waiting for the transportation card top-up queue and realize all of these at any time on their mobile devices free of charge and commission-free with fastPay.

Commercial is available [here](#).

### **Commercial Credits**

**Client:** DenizBank

**Client Representative:** Zeki Bilsel, Demet Hançer, Gülay Seçkin, Azra Tanrıverdi, Pınar Çevik, Orkun Güneş, Öykü Kaya

**Business line Representative:** Gürhan Çam, Aslı Gülen Gündüz, Serkan Turan, Bilge Sayıl

**Advertisement Agency:** Güzel Sanatlar

**Creative Director:** Emrah Kural

**Creative Group:** Hazar Akgün, Mehmet İnanır

**Customer Relations:** Gözde Şengüler, Selen Öngör

**Production:** Peri İstanbul

**Director:** Barış Kaya

**Music:** Mehmet Can Erdoğan

**Bilgi için:**

**Bersay İletişim Danışmanlığı / 0212 337 51 00**

**Anıl Erbayrak / Tel: 0212 337 51 17 / GSM: 0553 317 46 06 / [anil.erbayrak@bersay.com.tr](mailto:anil.erbayrak@bersay.com.tr)**