

DenizBank characters are now on a new island: Island Barbershop

After its "Robinson and Friday" commercial campaign continued since 2009, DenizBank comes with a brand new concept and says "Life is beautiful at Deniz". New commercials featuring Beyazıt Öztürk and Erdal Özyağcılar at a barbershop will be on TV as from May 26th, 2014.

Appraised by everyone with its commercials, DenizBank's new season commercials come with a different concept. Having enhanced its brand awareness with "Robinson and Friday" commercials for 5 years, DenizBank is now on screen with the "Island Barbershop" story, taking DenizBank in the Maldives to the center of life, to the busiest streets.

Having some elements from the DenizBank Island, the Island Barbershop is run by Numan the barber, portrayed by Beyazıt Öztürk, along with his apprentice. Erdal Özyağcılar, another brand face of the Bank, portrays a frequent visitor of Island Barber as well as a very good DenizBank customer. Upon his positive experiences, Özyağcılar recommends DenizBank to customers who come to the barbershop and acts like a spokesperson for the bank. Numan's apprentice and his dialogues with other actors in the commercials make one smile with different stories.

Island Barbershop gets colorful with new stars

Beyazıt Öztürk and Erdal Özyağcılar are accompanied by valuable names in DenizBank's new commercials. Cihan Ercan, as the apprentice, brings a breath of fresh air to the story while Bülent Şakrak as the artisan enhances comedy and fun. Also starring the former President of Galatasaray Sports Club and famous businessman Faruk Süren as a guest actor, DenizBank says "Life is beautiful at Deniz" once again with stories from life.

DenizBank finds solutions to artisans' problems at Island Barbershop

In the new campaign, DenizBank depicts banking in the customer's life and includes various consumers in the concept while aiming to touch people's lives and to ensure that its solutions for artisans are heard. In the commercials, Erdal Özyağcılar comes to the rescue of customers who come to the barbershop complaining about different banking problems and finds solutions for the problems of artisans and consumers after saying "You know what you should do?".

In the setting built at Beykoz Shoe Factory after 10-day work, a street and 18 shops were formed. Shootings continued for 5 days with a technical team of 75 people and 45 extras. The commercials were produced by Böcek Yapım, directed by Ömer Faruk Sorak and music production was made by Ömer Ahunbay.



About DenizBank

DenizBank was established in 1938 as a state economic enterprise aimed at funding of the developing Turkish maritime sector. In the early 1997, DenizBank was acquired by the Zorlu Holding in the form of banking license from the Privatization Administration and in October 2006, a leading European financial group, Dexia incorporated it to its structure. For 6 years, DenizBank operated in Dexia's main shareholding and since 28 September 2012, continues providing services under the umbrella of Russia's largest and well-rooted bank, Sberbank. DenizBank has become one of the remarkable banks of Turkey in a short period of time. DenizBank Financial Services Group was established in 2003 in order to create a "financial supermarket" accumulating various financial services under one roof. There are totally 725 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad employing nearly 15 thousand people. DenizBank Financial Services Group consists of DenizBank, six domestic, four domestic non-financial subsidiaries, three international financial subsidiaries and a branch in Bahrain. Deniz Investment Securities, Deniz Real Estate Investment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, Destek Asset Management Company, Intertech, Deniz Kültür, Bantaş and Pupa are the group's domestic subsidiaries while Eurodeniz, DenizBank AG and DenizBank Moscow are its international subsidiaries.

www.denizbank.com, www.facebook.com/DenizBank, twitter.com/DenizBank

About Sberbank

Sberbank of Russia is Russia's largest bank and a leading global financial institution. Sberbank holds almost one third of aggregate Russian banking sector assets, it is the key lender to the national economy and the biggest deposit taker in Russia. The Central Bank of the Russian Federation is the founder and principal shareholder of Sberbank owning 50% of the Bank's authorized capital plus one voting share and other shares are held by domestic and international investors. Sberbank has more than 110 million individual customers and 1 million corporate clients in 20 countries. Sberbank has the largest distribution network in Russia with more than 18,000 branches, and its international operations include UK, US, CIS, Central and Eastern Europe, Turkey and other countries. Sberbank holds the general banking license No.1481 issued by the Bank of Russia. The official website is www.sberbank.ru