

**PRESS RELEASE****5 June 2017**

**One more innovation from DenizBank in the sector through Visible Man internet series**

## **For the first time in Turkey, a commercial character becomes a series actor**

**Bank of innovations, DenizBank integrated 'Deniz Adam' character launched for television commercials with the script of the internet series Visible Man written and directed by the successful director Onur Ünlü, realizing a game-changing project once more.**

Completing the success of its innovative products in the digital area with a number of awards, **DenizBank** realized an ambitious effort in the internet series area with examples increasing day by day in our country.

The bank contributed significantly to the brand awareness through the commercial series starred by Beyazıt Öztürk and Erdal Özyağcılar playing "Robinson and Friday"; especially because the films were shot and aired in series form, it also set an innovation example for the sector in terms of cost management. Launching another project that will shape the sector, DenizBank's TV commercial character '**Deniz Adam**' becomes a part of the script as a series character in **Visible Man**, an internet series, written and directed Onur Ünlü who is known for phenomenal TV works including Leyla ile Mecnun, Beş Kardeş and Ben de Özledim.

### **163 thousand subscribers in a month**

Unprecedented in the sector, the series **was watched over 9 million times by 163 channel subscribers and achieved the highest access rates among the recent content studies in the digital World** since May 15<sup>th</sup> when it was first aired on Youtube. The series also received **more than 175 thousand likes and 20 thousand shares**, achieving about 20 times more interaction than the similar projects in the sector.

In a 10 episode series starred by popular actors including Erkan Kolçak Köstendil, Osman Sonant, and Selim Bayraktar, products, services and applications of DenizBank are offered to the leading role of the series –Kurtuluş- at his hard times through '**Deniz Adam**'. Along with boosting the points of contact between the generations of Y and Z born right into the digital World, the project also is of importance in terms of providing continuity of culture and art investments with the 'Yes to Art' motto since the date the bank was founded.

**"We embarked upon a new journey where we can express ourselves to the youth"**

**DenizBank CEO Hakan Ateş** said that they embarked upon a journey based on a strategy that would enable them to meet the youth in a brand new platform and express the dynamism and innovation promise of the bank in the right way. Mr. Ateş commented that "Our Bank started a brand new journey in an effort to both carry its presence in the digital world and channels one step further and strengthen its ties with the Y and Z generations who represent the new generation and will shape our future. It marks a first in the sector that a commercial character plays in an internet series, becomes a part of the series. We receive positive feedback regarding our commercial application in a wide range during initial assessments by the target mass, and are aware that the production is top listed in Youtube watch trend. In our new journey, we aimed to reach out to the youth who does not know our sector very much and be much more engaged with them. We will also announce our Project soon which we believe will draw the attention of the youth after the Visible Man while providing them the opportunity to earn some pocket money. We are eager to launch similar projects in the upcoming period."

Please click the link below to watch the series:

<http://bit.ly/gorunenadam>