

## **DenizBank's new face is Burcu Biricik**

**DenizBank collaborates with Burcu Biricik, a successful Turkish actress and TV star, for its new advertising campaign in its 25<sup>th</sup> founding anniversary, with the concept "Beyond Deniz"**

Created by Muhabbet Ajans, directed by Turgut Akaçık from Kala Film, a technical team of 80 people and 150 actors and actresses worked in the shooting of the films that took 3 days to film in various areas of Antalya and Istanbul. Film scores were arranged by 3k1a to communicate the Bank's young, dynamic and energetic personality to the audience.

The film is about DenizBank's vision as a future-oriented bank that designs what is ahead, serves its homeland with its support for farmers and SMEs, its role in technology and innovation and arts & culture in which it invests for the future of the country.

Having enhanced its brand awareness and popularity significantly with the "Robinson and Friday" commercials starring Erdal Özyağcılar and Beyazıt Öztürk for five years starting from 2009, DenizBank later introduced its audience to real life stories with Island Barber shop concept for 2 years.