

DenizBank's new EuroLeague commercial campaign goes live

Basketball stars meet DenizBank's stars

Having become the Global Supporter of Turkish Airlines EuroLeague in October 2019, DenizBank aired the first film of its new commercial campaign in the second year of its sponsorship.

In the commercial where DenizBank customers meet world-famous names of the basketball world, an emphasis is made on how the customers are the actual stars of the Bank.

Global Sponsor of Turkish Airlines EuroLeague which is watched in over 200 countries globally, DenizBank aired the first one of its new commercial film series exclusive to 2020-2021 season.

Vasilije Micic and Doğuş Balbay from Anadolu Efes and Melih Mahmutoğlu and Jan Vesely from Fenerbahçe Beko starred in the commercial which puts the customer at the center. Nando de Colo from Fenerbahçe Beko, Nikola Mirotic from Barcelona, Walter Tavares from Real Madrid, Tornike Shengelia from CSKA Moscow, Nihad Dedović from Bayern Munich and Kyle Hines from Olimpia Milano also took part in the film via conference call.

Mustafa Özgen who has long been doing the voiceover for Anadolu Efes and National Team games also contributed to the film with his pre-game announcement.

You can watch the commercial by clicking [here](#).

Commercial Credits

Title: DenizBank EuroLeague Sponsorship Queue Ticket Number Film

Client: DenizBank

Client Representative: Zeki Bilsel, Seçil Köksal Aykanat, Kerem Ataç

Advertisement Agency: Güzel Sanatlar

Creative Director: Emrah Kural

Creative Group: Semih Hazar Akgün, Mehmet İnandır

Customer Relations: Gözde Şengüler, Selen Öngör, Emel Uysal

Producers: Melis Bircan, Uğur Egemen İres

Production Company: Böcek Yapım

Post Production: 1000 Volt



Music: Jingle Jungle

Voiceover: Murat Murathanođlu

About DenizBank

DenizBank started its journey when it was acquired by Zorlu Holding in 1997 in the form of banking license from the Privatization Administration. The Bank was acquired by Dexia, one of the leading finance groups of Europe, in October 2006; and then its shares were sold to Russia's largest bank SberBank on September 28, 2012. As of July 31, 2019, the Bank was transferred to ENBD, again one of the largest institutions in its region.

Aiming to create a "financial supermarket" gathering various financial services under one roof, DenizBank Financial Services Group has 749 branches in total including the branches of subsidiaries and close to 14 thousand employees operating in 81 provinces of Turkey, five domestic and three international financial subsidiaries, six domestic non-financial subsidiaries and a branch in Bahrain.

DenizYatırım, Deniz Real Estate Investment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, Intertech, DenizKültür, Ekspres Bilgi İşlem ve Ticaret, Deniz Card Payment Systems, Açık Deniz Radio – TV and Bantaş are the group's domestic subsidiaries while Eurodeniz, DenizBank AG and DenizBank Moscow are its international subsidiaries.

Bilgi için:

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