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Suncorp Bank reaffirms its position as the genuine alternative with the help of new Brand Ambassador Adam Gilchrist

Suncorp Bank has unveiled a new brand campaign which speaks to the heart of what the Bank stands for; being genuine and putting customers first.

Suncorp Bank Executive General Manager Tim Buckett said the campaign directly complemented and brought to life the Bank's unique product and service offering and reaffirmed its position as the genuine alternative to the major banks.

"As Australia's leading regional bank, we've made a genuine commitment to our customers to provide not only the competitive products they want, but the genuine service and knowledge they're seeking too," Mr Buckett said.

"When a customer walks into a Suncorp Bank branch or calls our 24/7 contact centre to speak to a real person, they can expect a genuine, straight-talking conversation, a customer-focused and action orientated attitude and a level of service simply superior to the rest," he said.

"Our staff pride themselves on being open, honest, proactive, passionate and genuinely helpful with our customers – all the qualities that make us who we are.

"This is reflected in our customer satisfaction results being consistently ahead of the major banks in both personal and business banking."

Mr Buckett said the national campaign also highlighted Suncorp Bank's growing branch and ATM network.

"Suncorp Bank has a growing national presence, with more than 25 branches having been opened outside of Queensland over the past two-and-a-half years, bringing our national branch network to around 240. Our partnership with Bendigo Bank also gives our customers' access to more than 2,200 ATMs, free of charge," Mr Buckett said.

Australian cricketing legend Adam Gilchrist is the face of the new brand campaign having been recently appointed as Suncorp Bank's Brand Ambassador, following his role as a community ambassador for the Bank since 2009.

"Adam's a natural fit for the Suncorp Bank brand – like our people and customers, he's passionate about the things that matter most in life like family, friends, community and business," Mr Buckett said.

"With a reputation as being one of Australia's most genuine sporting personalities, we couldn't be more proud to have him represent us and what we stand for."

To view the television advertising campaign, click [here](#) and [here](#).

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About Suncorp:

Suncorp Group includes leading general insurance, banking, life insurance, superannuation and investment brands in Australia and New Zealand. The Group has around 16,000 employees and relationships with nine million customers. It is a Top 25 ASX listed company with over \$95 billion in assets. Today Suncorp is Australia's leading regional bank, largest domestic general insurance group, and second largest in New Zealand and has representation in 450 offices, branches and agencies throughout Australia and New Zealand.



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