

Spain's first far-reaching banking campaign

BBVA to launch a broad range of financial solutions to help individuals and the self-employed in the current environment

Juan Asúa, Director of BBVA Spain and Portugal:
“BBVA is Spain's leading banking franchise which is why we have to take the lead in helping families and small companies, providing them with solutions adapted to the current economic environment”

For the first time a bank has wrapped up in a single campaign simultaneous benefits on mortgages, payrolls, savings and a special credit line for self-employed professionals

BBVA mortgage

A gift of €200 per month for one year to alleviate the pressure from high interest rates on a product with total flexibility to postpone mortgage payments

BBVA CPI payroll account

Credit for impact of rises in CPI on electricity, gas, fixed and mobile phone and pay-TV bills and preferential financing rates

BBVA deposit

Range of personalized savings products offering the best combination of capital guarantees, fund availability and competitive returns

Self-Employed Commitment

An innovative and specific package for self-employed business people and retailers free of charge and for an indefinite period of time. The first commitment: a €200 gift towards a pension plan

Today BBVA announces the launch, in a pioneering move in Spain, of a far-reaching campaign encompassing a raft of solutions and benefits to assist with the rising cost of mortgage payments, inflation, access to credit for the self-employed and guaranteed savings with full availability of funds at competitive rates. Based on its financial strength, comfortable liquidity position and differentiated risk management model and underpinned by a business model predicated on dialogue and good relations with its customers, BBVA is reinforcing its top ranking in the Spanish financial sector with solutions adapted to the real needs of its customers – individuals and small companies – in the current economic environment.

Juan Asúa, Director of BBVA for Spain and Portugal, presented this package of products and services at a press conference in which he highlighted the fact that with this initiative, BBVA is aligning itself with its customers' needs.

He stated that “BBVA is Spain’s leading banking franchise which is why we have to take the lead in helping families and small companies, providing them with highly down to earth solutions adapted to the current economic environment”.

According to Juan Asúa, “the international backdrop is complex as economic and banking activity is slowing and BBVA is setting itself apart thanks to its strength, surplus liquidity and differentiated risk management approach”.

“Now we want to transfer to our customers – and to those who are not yet customers of ours – our strengths by adapting to their real needs in the current environment”.

He went on to highlight that “this campaign marks a great opportunity for all banking clients in Spain, and also a major opportunity for BBVA”.

An innovative campaign

Under the slogan “We adapt to our customers’ lives”, BBVA is launching for the first time in Spain a campaign which responds to the real needs of families and entrepreneurs.

The new campaign comes up with solutions to needs such as:

1. Reduced monthly expenses
2. Easy access to timely loans
3. Cheaper mortgage payments
4. Ability to postpone payments in the event of unexpected events
5. Returns on guaranteed savings
6. Ability to withdraw deposits rapidly and with no strings attached
7. Optimization of expenses and bills
8. Financing tailored to the current environment via a comprehensive package for the self-employed

Drawing on these needs, BBVA has designed a campaign which translates into four major lines of products and benefits:

BBVA mortgage

A gift of €200 per month for one year to alleviate the pressure from high interest rates on a product with total flexibility to postpone mortgage payments

BBVA CPI payroll account

Credit for the impact of rises in CPI on electricity, gas, fixed and mobile phone and pay-TV bills and preferential financing rates

BBVA deposit

Range of personalized savings products offering the best combination of capital guarantees, fund availability and competitive returns

Commitment to self-employed

An innovative and specific package for self-employed business people and retailers free of charge and for an indefinite period of time. The first commitment: a €200 gift towards a pension plan.

With this plan, BBVA expects to increase its base of retail and self-employed customers in Spain. The targets of the campaign include picking up 12,000 mortgage switches, capturing €500 million in funds in deposits within a month, adding 200,000 payrolls within a year and increasing its customer base of self-employed professionals and retailers by 75,000.