

www.bankofcyprus.com

ΤΟ ΔΙΚΟ ΣΟΥ ΣΠΙΤΙ  
ΣΤΟ ΑΙΓΑΙΟ;

Όλα γίνονται!

ΣΧΕΔΙΟ ΔΩΡΩΝ  
ΦΑΝΤΑΣΙΑ

Σκέψου το. Γίνεται.  
Τράπεζα Κύπρου

VISA | Mastercard | Direct Card | American Express

In their attempt to show their respect to all our Bank of Cyprus cardholders, Bank of Cyprus moved on with a brand new scheme which tries to persuade everyone that... everything is possible!!!

Following last year's successful campaign, Bank of Cyprus is targeting users of Credit Cards and pushes them to heavily use their credit cards to win a house in the Aegean.

Our research, showed that the BOC's campaign achieved satisfactory advertising awareness for its audience target group and a high degree of media attribution to the billboard format employed.

