



CAPTIVATE

CONTEXTUAL RELEVANCES SUPPORTS & ELEVATES
BRAND VALUES

DRIVE AWARENESS OF RESPONSIBLE INVESTING



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National Bank elevated awareness of their responsible investing commitment through targeted, contextually relevant campaign across 200+ Captivate elevators including LEED-certified office towers in Toronto and Montreal. Launched during Earth Week when environmental awareness peaks, the campaign synced with Captivate's sustainability content, creating a powerful contextual alignment that reinforced the bank's leadership in responsible finance in key business districts. A powerful combination of concise, visually impactful creative in distraction-free environments transformed elevator rides into meaningful prompts for sustainable thinking. Effectively reinforcing National Bank's leadership in responsible investing among key financial advisors and business decision makers – long after Earth Week ended.

APRIL-MAY 2025 // 4 MILLION IMPRESSIONS
'SUSTAINABILITY' CONTENT SPONSORSHIP



Investing is choosing

Commit to a more
sustainable future
for everyone

nbinvestments.ca/responsible



NATIONAL
BANK
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CONTENT SPONSORSHIP //
Environment & Sustainability

Sustainability Tips



8:48



Studies show that North American office-goers collectively throw away 2.5 million plastic bottles every hour. Consider swapping plastic bottles for empty glass bottles to store water.

Harvard
Business
Review

MLB | TOR: 1 @ HOU: 5 | TB: 1 @ ARI: 5 | SEA: 3 @ BOS: 8