

# NatWest Welcome Account

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# NatWest Welcome Account for Polish Migrants

## Providing Polish migrants easy access to UK day-to-day banking and a secure way to send money back to Poland

- Easy account opening – just one short form to complete and present one form of ID (passport or national ID card)
- Telephone banking in Polish
- Online banking on Polish
- Product literature and marketing in Polish
- Free money transfers to Poland from NatWest Welcome Account to any PKO BP account through partnership with Polish Bank, PKO PB
- Supplementary Money Transfer Account with ATM card – can be given to a beneficiary in Poland or anywhere in the world to access funds deposited in account. (Cheap money transfers to Money Transfer account - £4 per transfer to Money Transfer account)
- Main current account with a Maestro debit card – for use in UK and abroad
- All for just £2 monthly fee



# NatWest / PKO BP PR campaign

## What the papers said.....

“NatWest has joined forces with a Polish bank to increase the services it offers to Poles living in the UK....It follows the launch of NatWest’s Welcome Account, which offers internet and telephone banking in Polish, as well as a Polish call centre.”

**The Scotsman**

“NatWest has become the first of Britain’s Big Four to go into partnership with a Polish bank as it seeks to cater for more UK-based customers born in Poland.”

**This Money**

“In another sign of the economic clout of Poles in the UK, NatWest yesterday said it had joined forces with Polish bank PKO Bank Polski to increase services to immigrants. The high street bank said the partnership was the first of its kind in the UK.....It said Poles living in Britain send about £528million home each year.”

**The Daily Express**

- NatWest Media Relations worked closely with PKO BP’s PR agency to develop a co-ordinated PR strategy to publicise the partnership
- PR campaign in both the UK and Polish press was extremely successful
- Positive press coverage was achieved in the UK national press, including The Daily Express, The Scotsman and The Daily Record. The partnership was also recently cited on BBC Radio 4’s Moneybox
- Extensive press coverage was achieved on the news wires, such as This is Money (Daily Mail/Mail on Sunday), the Press Association, Reuters and Dow Jones
- Widespread regional press coverage was also achieved in key media, such as The Manchester Evening News
- Prolific press coverage in both the Polish national and broadcast press