



A Social Responsibility Project  
by Amio Bank



# Project Overview

Amio Era is an ambitious Corporate Social Responsibility (CSR) project initiated by Amio Bank.

This project is designed with a clear focus on supporting education and fostering academic excellence within Armenia. The core component of Amio Era is its scholarship program, which provides financial assistance to up to 25 deserving students each year. These scholarships cover the costs for one full educational year, thereby enabling students to pursue their academic goals

without

the burden of financial stress. This initiative is a testament to Amio Bank's commitment to contributing positively to the community and supporting the future leaders of Armenia.



# Program details

## 1. Pilot CSR Program:

- Amio Era is the pilot Corporate Social Responsibility (CSR) Program for Amio Bank.
- This initiative marks a significant step in setting new standards for CSR programs within the corporate sector.

## 2. Setting New Standards:

- Amio Era introduces innovative approaches and high standards for social responsibility.
- It aims to serve as a benchmark for future CSR initiatives, both within Amio Bank and the broader community.

## 3. Purely Social Responsibility:

- Amio Era is a program with no commercial objectives behind it.
- Its primary focus is on providing educational support and fostering community growth, without any profit-driven motives.



# Program details

## 4. Inclusivity and Fairness:

- The program is inclusive, allowing even Amio Bank employees or their children to participate.
- This demonstrates our commitment to fairness and transparency in the selection process.

## 5. Third-Party Selection:

- The selection team for Amio Era is managed by a third-party organization, Teach For Armenia.
- This ensures an unbiased and impartial evaluation process, maintaining the integrity of the scholarship awards.

## 6. No Quotas for Universities and Professions:

- There are no quotas for specific universities or professions.
- Our main goal is to give the scholarship to those who are truly deserving.



# Naming

## Inspiration from the Bank's Name:

- "Amio" reflects the institution behind the project.
- Reinforces brand recognition and trust.

## Significance of "Era":

- Signifies a new era of opportunity and advancement.
- Indicates progress, transformation, and positive change.

## Combining Tradition and Innovation:

- Represents Amio Bank's heritage and forward-thinking initiatives.
- Bridges traditional values with innovative social responsibility projects.



Opportunities

Education

Change

Future

Dream

Progress

Simplicity

Universities

# Visual and Creative elements

LOGOTYPE



ICON



# Typography

Aa

Helvetica Neue World

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQR

TUVWXYZ 0123456789

LIGHT REGULAR BOLD

Aa

SHK Dzeragir

*abcdefghijklmnopqrstuvxyz*

*ABCDEFGHIJKLMNOPQR*

*TUVWXYZ 0123456789*

*ITALIC*

# Used Colors

RGB R:255 G:255 B:255	RGB R:0 G:0 B:0	RGB R:19 G:216 B:52	RGB R:65 G:238 B:94
CMYK C:0 M:0 Y:0 K:0	CMYK C:100 M:100 Y:100 K:100	CMYK C:70 M:0 Y:100 K:0	CMYK C:60 M:0 Y:90 K:0
HEX FFFFFF	HEX 000000	HEX 13D834  PANTONE 802 C	HEX 41EE5E

## The not cyan, but green?

- Green is universally recognized as the color of a "green light," indicating the go-ahead to move forward.
- It represents a positive and encouraging signal, mirroring the support and opportunities provided by Amio Era.
- It symbolizes new beginnings and fresh opportunities, aligning with the mission of Amio Era to support students in their educational journey.
- While Amio Bank's color is cyan, choosing green for Amio Era helps create a unique identity for the project.



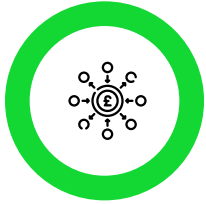
# Creative elements

## Illustrative Design:

- The illustrations resemble paper paintings done during classes, creating a relatable and engaging visual experience.
- This creative approach enhances the emotional connection with our target audience, making the materials more appealing and memorable.

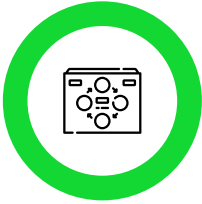


# Used Channels



01

**Social  
Media**



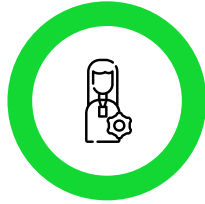
02

**Pre-roll ads**



03

**Spotify ads**



04

**Influencers**



05

**CPM**



06

**CRM  
comms**



07

**Paid Media**

# Timeline

Week 1

Week 2

Week 3

Week 4

Social Media

Social Media Organic/Paid

Pre-roll ads

Pre-roll ads

Spotify ads

Spotify ads

Influencers

Influencer 1

Influencer 2

CPM

CPM campaign

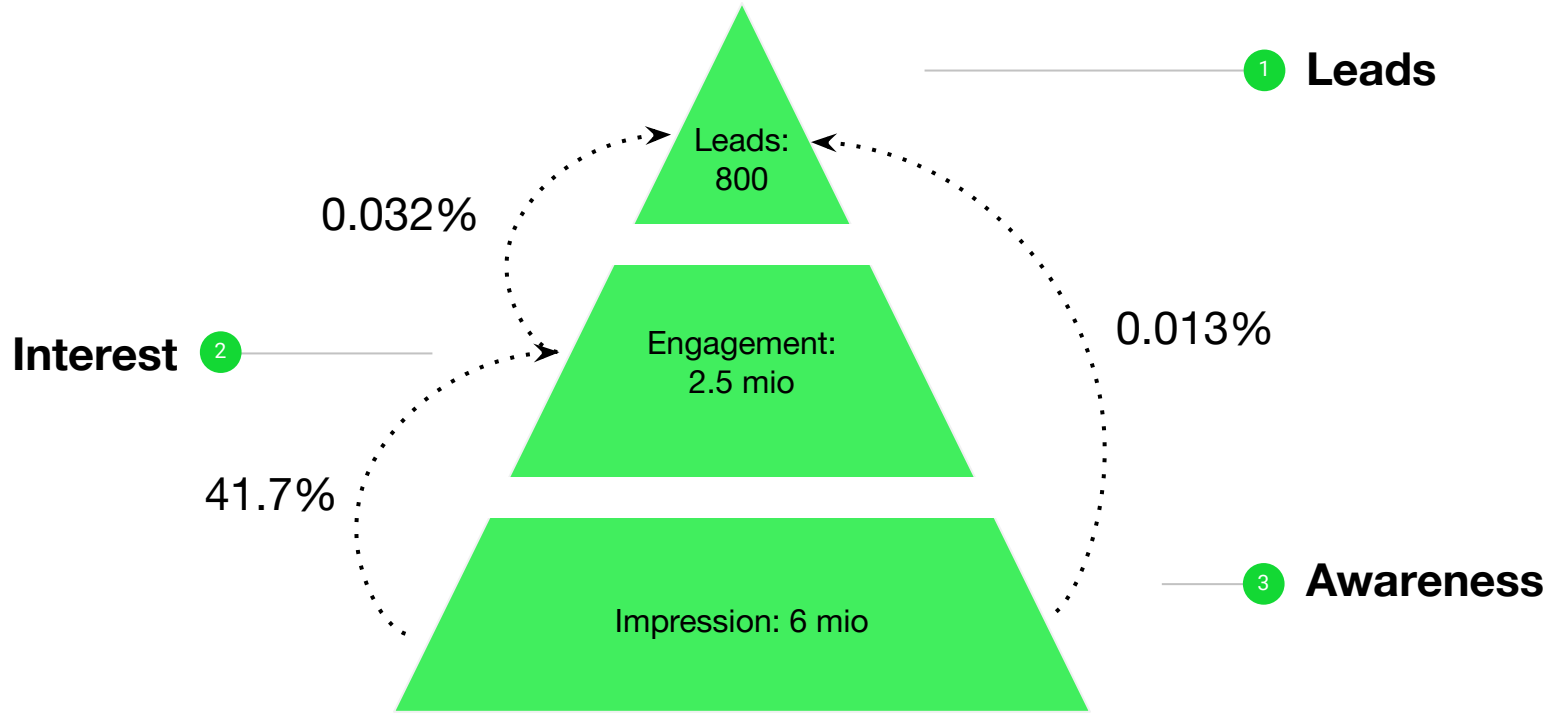
CRM comms

CRM comms

Paid Media

Press releases

# Objectives



## X2 vs initial expectations

KPI was to collect at least 400 leads → we achieved this milestone halfway (15 days before the closing date)

**Thank You!**

