



PRESS
RELEASE

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PRESS RELEASE

The bank steps up its communication campaign to reach young professionals on the move.

Crédit Agricole is stepping up its mobile internet strategy to communicate more effectively with young professionals, who are major consumers of mobile services, and to expand its presence in this population.

ScreenTonic, Europe's leading mobile advertising company, and Crédit Agricole have teamed up to design and launch a mobile website aimed especially at the young working population. The site is being spotlighted through a large-scale mobile media plan backed by an SMS direct marketing campaign.

You can do much more than check your bank balance!