Press Release

Athens, December 21, 2020

“A true smile can’t be hidden!”: Alpha Bank Branches “wear” smiles, sending messages of responsibility and optimism

Alpha Bank is sending its own message of social responsibility and optimism, with its campaign titled “A true smile can’t be hidden!”.

Starring a young girl smiling while wearing her mask, the Bank is “dressing” the facades of its buildings and Branches, mostly in Athens and Thessaloniki, as well as its website and its ATM network across Greece. The campaign reminds that, even in these unprecedented circumstances, the need to abide by the protection and social distancing measures can be coupled with the optimism for the prompt resolution of the pandemic.

Real smiles can’t be hidden. They always find ways to reveal themselves, through our responsible stance towards ourselves and society.

So, we wear our masks to protect ourselves, our friends and colleagues, while maintaining our smile and our optimism!

#alphabankmazi