



Bank deposit mo, protektado!

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Corporate Communications Department
Tel: (632) 8841-4636 to 39
Trunkline: (02) 8841-4000
Email: ccd@pdic.gov.ph

PDIC steps up push for depositor protection via a relatable, multi-platform nationwide campaign



Bringing the importance of depositor protection across the country. The Philippine Deposit Insurance Corporation (PDIC) has launched its third nationwide multimedia public awareness campaign spanning broadcast, on-ground, and digital channels to effectively underscore the importance of protecting one's hard-earned money by saving in banks.

What happens when the need to secure one's future meets better banking options? It naturally draws attention.

Data from the Bangko Sentral ng Pilipinas showed that the number of deposit accounts at the end of September 2025 increased by 20.4% to 166.6 million from 138.3 million a year earlier. In fact, deposit accounts in the Philippines have steadily grown post-pandemic,

consistently increasing by double digits or more than 15% annually since 2022. This highlights the role of banks in expanding their services digitally, making them more accessible through mobile-friendly platforms, and promoting high-interest savings accounts through aggressive marketing campaigns. However, a quick search through online forums would show that there are still conversations about how safe saving in banks really is. After all, every peso saved carries either a short-term purpose or a long-term goal.

Guided by this universal truth, the Philippine Deposit Insurance Corporation (PDIC) has launched a nationwide campaign pushing materials on-air, on-ground, and online to provide the nudge to highlight deposit insurance as a vital safeguard for one's hard-earned savings. Now in its third year, the multi-platform campaign leans on familiar and relatable storylines to make deposit insurance easier to understand and more personal.

From Game Shows to Mellow Dramas: Depositor Protection in Every Frame

The campaign's television commercials are crafted around two contrasting yet equally familiar experiences that are common scenarios in any Filipino household. Just before dinner, family members become fully engaged in front of their TV sets while watching game shows. Capitalizing on this habit, PDIC's 30-second spot, "Game Show," immerses viewers from the moment the game show master poses the question, "*Anong 'P' ang nagbibigay proteksyon sa pera mo?*" (What 'P' provides protection for your money?). Viewers are taken on a lively, fantastical, and comedic journey before arriving at the correct answer. The advertisement presents the protection that the PDIC provides to Filipino savers in a fun and engaging way, while offering a harmless reminder of why keeping money at home is a risky choice.

(Link to the "Game Show" TVC:

https://youtu.be/FY_POV7BTL4?si=M3vbT4hHau8WBPB4)

In contrast, "Invisible" takes on a calmer, quieter, slice-of-life approach. Much like an evening drama to wind down to, the TVC follows a daughter rushing off to work and nearly missing the packed lunch prepared by her mother. She then goes about her day, including a trip to her bank, where she fails to notice the PDIC seals of protection at the bank's door and on the teller's counter. The TVC closes on a warm moment, as the daughter proudly shares with her mother how her officemates enjoyed the meal. This draws a parallel to deposit insurance. It is often unnoticed, yet always present and reliable. The value it provides to bank depositors is often revealed in hindsight.

(Link to the "Invisible" TVC: https://youtu.be/FY_POV7BTL4?si=M3vbT4hHau8WBPB4)

The TV commercials are currently airing on two leading free-to-air networks, GMA and TV5, over a diverse mix of daytime and nighttime programs. From news to entertainment, placements ensure that the campaign reaches a diverse audience.

From Heartfelt Advice to Habit-Forming Harmony: Turning Everyday Conversations into Financial Awareness

The two radio commercials also build on familiarity to drive the message across. One taps into love advice radio programs that often accompany Filipinos during their daily commute. Listeners eavesdrop as a distraught caller shares her hard-earned savings were easily stolen by a former partner because she kept her savings in the house. The radio DJ who doubles as a counselor then gives a practical advice that it is always wiser to save hard-earned money in banks. The advertisement concludes with a memorable line, with the caller wishing that her next relationship will offer the same kind of security that PDIC's deposit insurance guarantees.

The second radio spot leans into the power of a catchy jingle that leaves listeners unconsciously humming the tune long after it ends, often giving them an "LSS" or "last song syndrome" in local slang. Anchored on repetition, upbeat rhythm, and easy-to-follow lyrics,

