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## ANZ brings Falcon to life in show-stopping symbol of customer protection

ANZ has turned the iconic Falcon into the hero of an Australia-first activation, using immersive storytelling to showcase its leadership in helping to protect customers from fraud.

Launched at Chadstone Shopping Centre on Sunday 10 May, the large-scale installation features an animated Falcon hologram designed to command attention and bring ANZ's watchful approach to customer security to life.

The hologram marks the first Australian deployment of Disturbed Media's HyperGram experience that utilises the latest in 8K, screenless 3D hologram technology, which creates hyper-real floating imagery with no screens, no glasses, and no apps required. The Chadstone activation launched on Mother's Day in time for a busy day for shoppers at the highest-traffic retail destination in the southern hemisphere.

At the centre of the experience, the Falcon serves as a striking metaphor for how ANZ helps to protect its customers every day – constantly watching, learning and acting quickly in response to suspicious activity. Long associated with ANZ's advanced fraud protection and security capability, the Falcon represents vigilance, speed and intelligence, mirroring the bank's investment in monitoring, detection and fraud prevention technologies. From October 2025 to March 2026 ANZ Falcon technology prevented ~\$50m in scam and fraud-related transactions across Australia.

Sian Chadwick, General Manager, Marketing, ANZ Australia Retail, said the activation represents the robust role ANZ Falcon plays in protecting customers every day.

"At ANZ, protecting our customers from fraud is central to who we are, and the Falcon has become a powerful symbol of that commitment. By partnering with Disturbed Media Group to introduce this leading edge hologram technology to Australia, we're bringing our fraud protection story to life in a way that's personal, immersive and impossible to ignore.

"The Falcon hologram is a visual expression of what our technology does every day; watching, learning and acting fast to help keep our customers safe from fraud. This Australian-first activation reflects how we think about innovation at ANZ: not as a tactic, but as a way to build trust and demonstrate leadership," concluded Ms Chadwick.

By translating complex fraud protection systems into an immediate, visual experience, the activation makes ANZ's approach to fraud protection tangible and easy to understand. It also serves as a powerful reminder to customers to be on the lookout for scams, with supporting resources available on [ANZ's Security Hub](#).

Live at Chadstone Shopping Centre until Saturday 16 May, the Falcon hologram invites shoppers to pause, engage and experience the scale and presence of ANZ's fraud protections, creating a memorable brand moment in a high-traffic retail environment.

The Falcon activation builds on ANZ and PHD's award-winning track record of innovative, large-format brand experiences, showing how emerging technology can be used not just to surprise, but to clearly communicate purpose, reinforce trust and strengthen brand leadership in areas that matter most to customers.

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**About ANZ Falcon®:** ANZ Falcon® is ANZ's 24/7 fraud detection technology that monitors millions of transactions every day, analysing thousands of data points and customer behaviour patterns to help identify potentially fraudulent activity and provide real-time protection for customers. Operating in real time, ANZ Falcon® monitors

activity across ANZ credit and debit cards, banking apps and Internet Banking, enabling ANZ to detect and respond quickly to potentially suspicious activity.

ANZ Falcon® uses a multi-layered approach to fraud prevention, combining transaction monitoring, rules-based filters, pattern recognition and anomaly detection to flag potentially suspicious activity on customer accounts. Using machine learning and adaptive analytics, ANZ Falcon® continually evolves to identify new fraud patterns and improve the accuracy of detecting suspicious activity.

ANZ Falcon® forms part of ANZ's broader approach to protecting customers from scams and fraud and strengthening banking security.