

# Moving. Strengthening. Simplifying.



# HSBC Insight

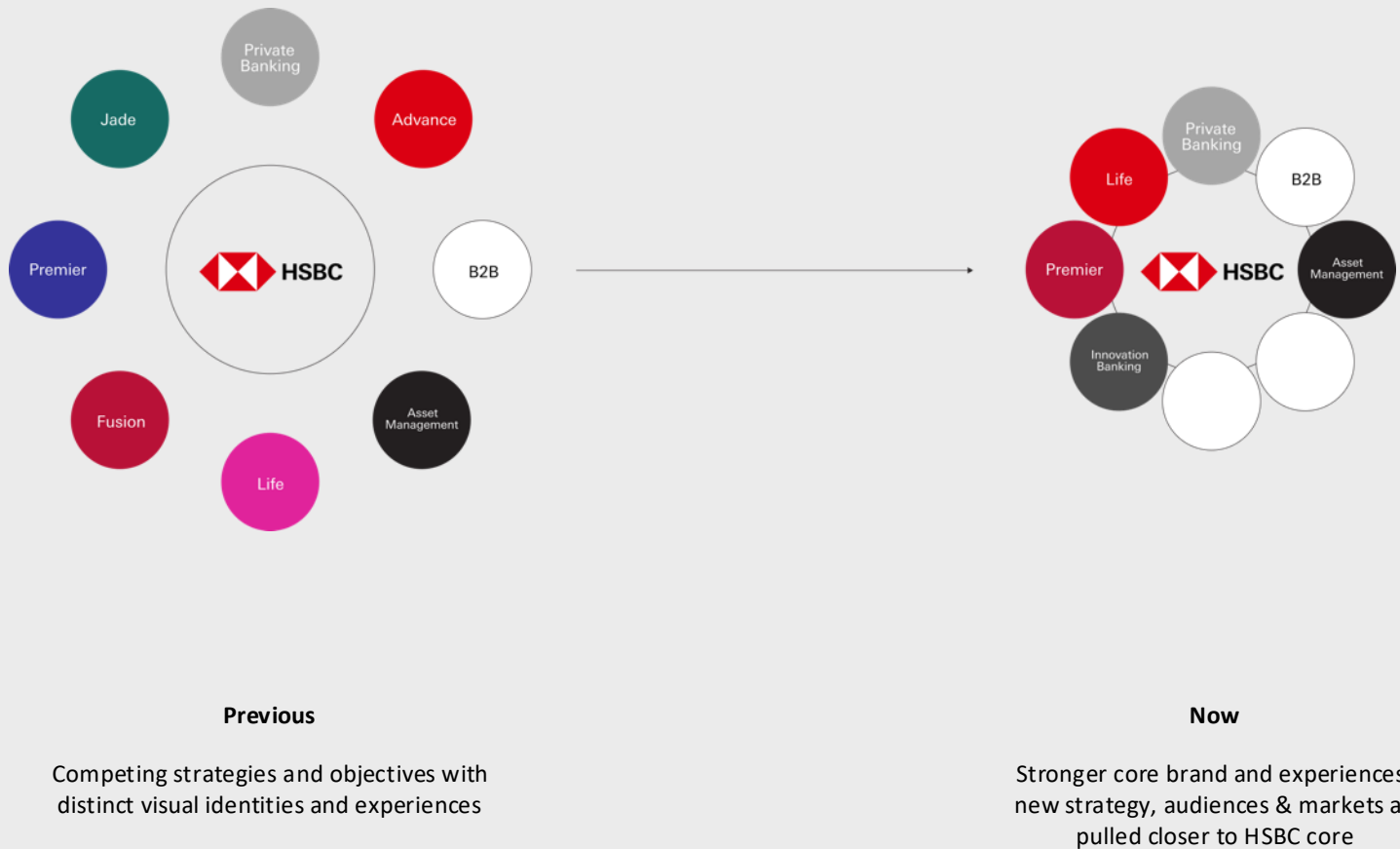
We needed to streamline, simplify and strengthen the Masterbrand; making it more compelling and easier for customers to navigate.

Working with our UK, Hong Kong and Singapore teams we discovered that HSBC had the lowest cross-sell in the market because the sub-brands were a rigid barrier to customers buying more from the bank. So we began streamlining the architecture reducing brand fragmentation, unnecessary sub-brands and consolidating the visual world. We simplified the brand, making it easier to use for customers and colleagues.

Then we needed to strengthen the brand, making it more inspiring, modern and distinctive to drive emotional attachment and preference for the brand.

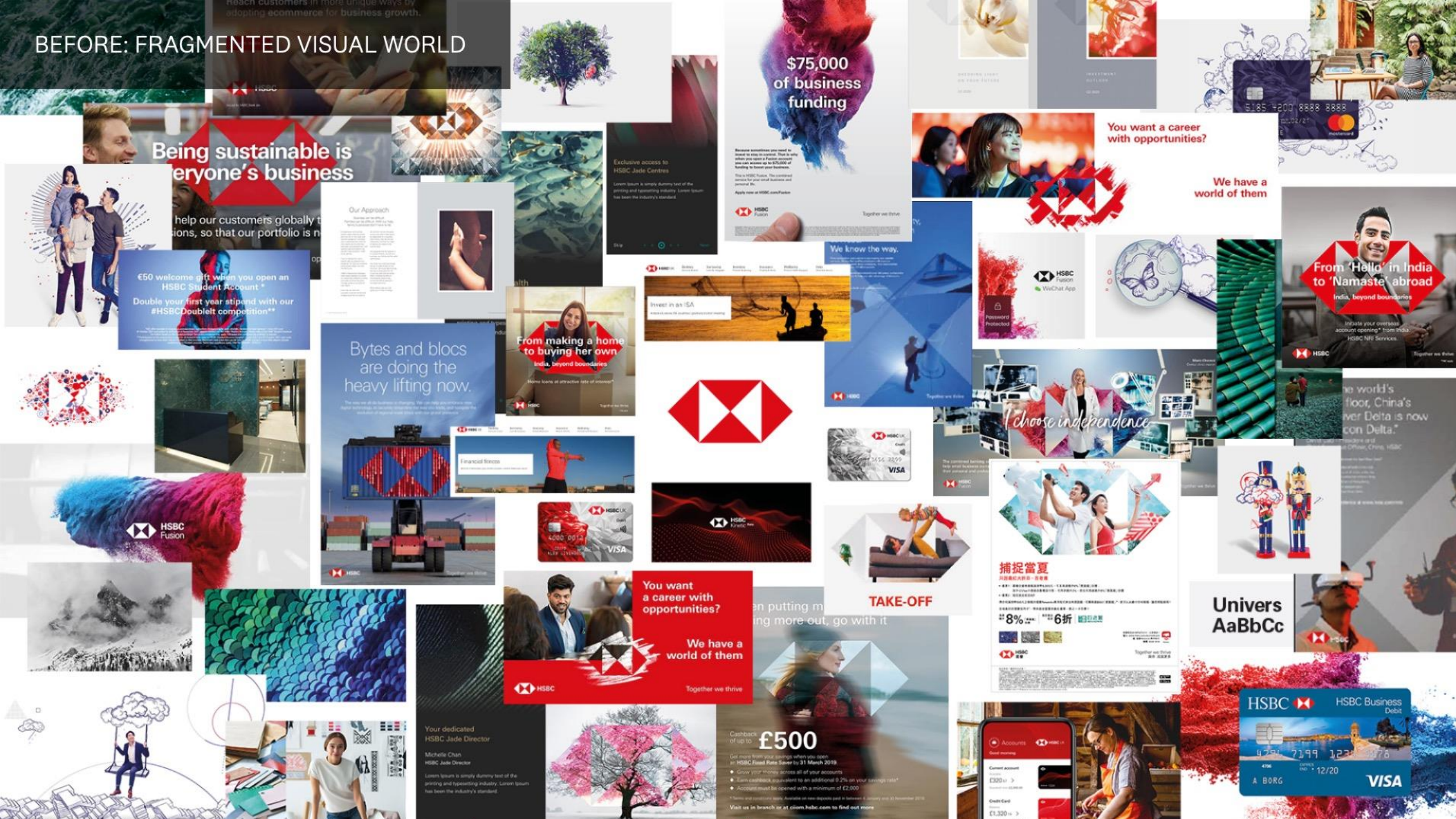
### Services included

- Leadership interviews
- Employee survey
- Employee focus groups
- Target customer interviews
- Contextual deep dive and creative audit





# BEFORE: FRAGMENTED VISUAL WORLD



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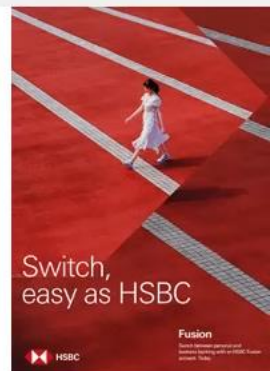
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Mortgage your home, not your weekends in paradise.



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# HSBC

## Idea

**Elevating brand's value by opening up a world of opportunity; connecting people across borders, continents and beyond.**

Using the idea of “Opening up” we put a powerful heart back into the core HSBC Masterbrand; bringing to life the powerful opportunities the bank can deliver.

Our teams in London, Hong Kong & Singapore transformed the brand design system, building iconic brand assets and stories to increase effectiveness across digital and in the real-world. Working closely across every part of the bank from Retail & Private Banking to Asset Management and Commercial Banking we translated the Masterbrand effectively for each audience.

The purity and sophistication we brought to the brand elevated its value with employees and all its customers while also achieving clear costs efficiencies.

### Services included

- Masterbrand creative concepts
- Co creation business line workshops
- Concept testing and refinement
- Business case for change definition

