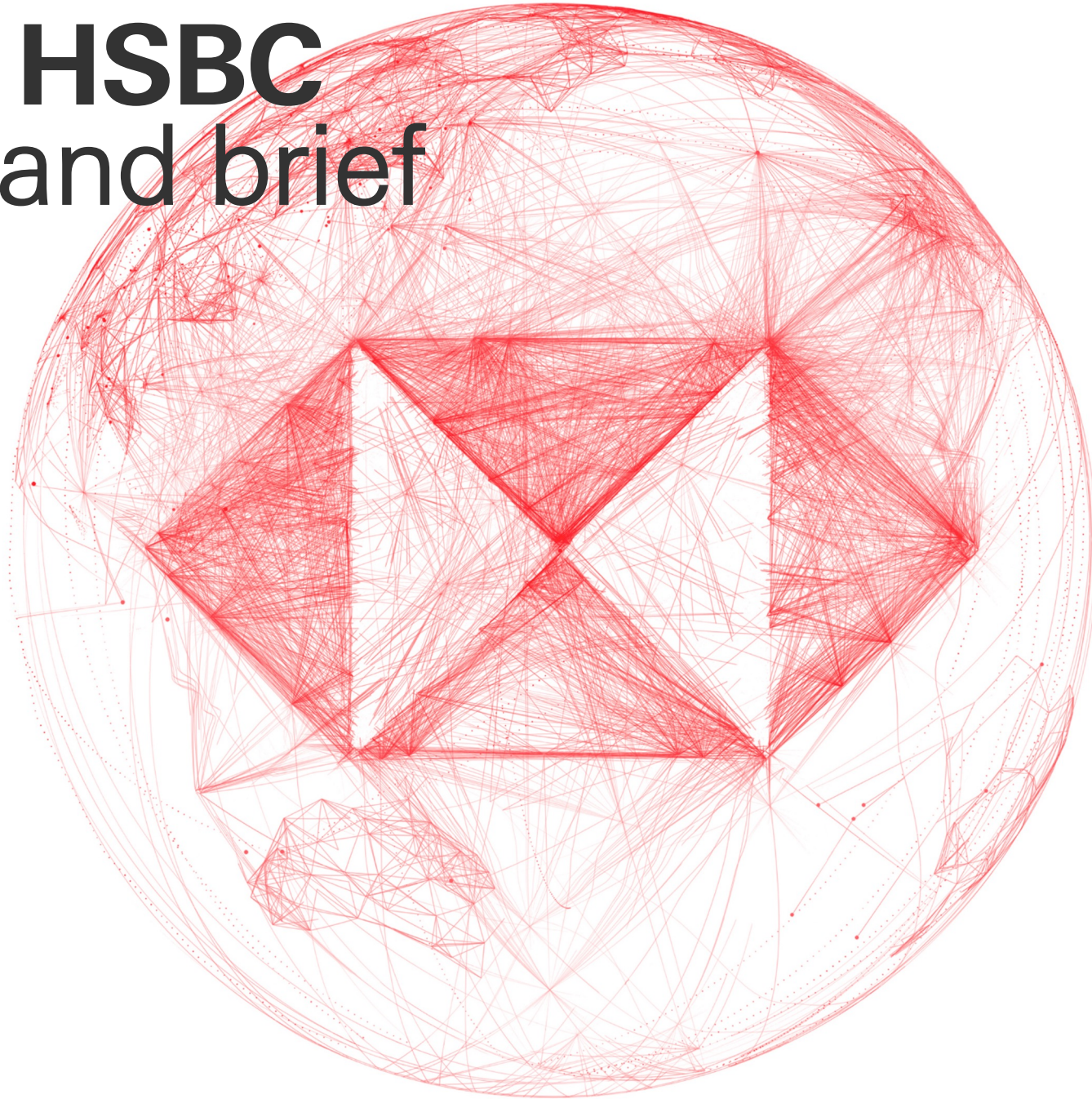


D&AD X HSBC

Global brand brief



October 24



Hello D&AD Students!

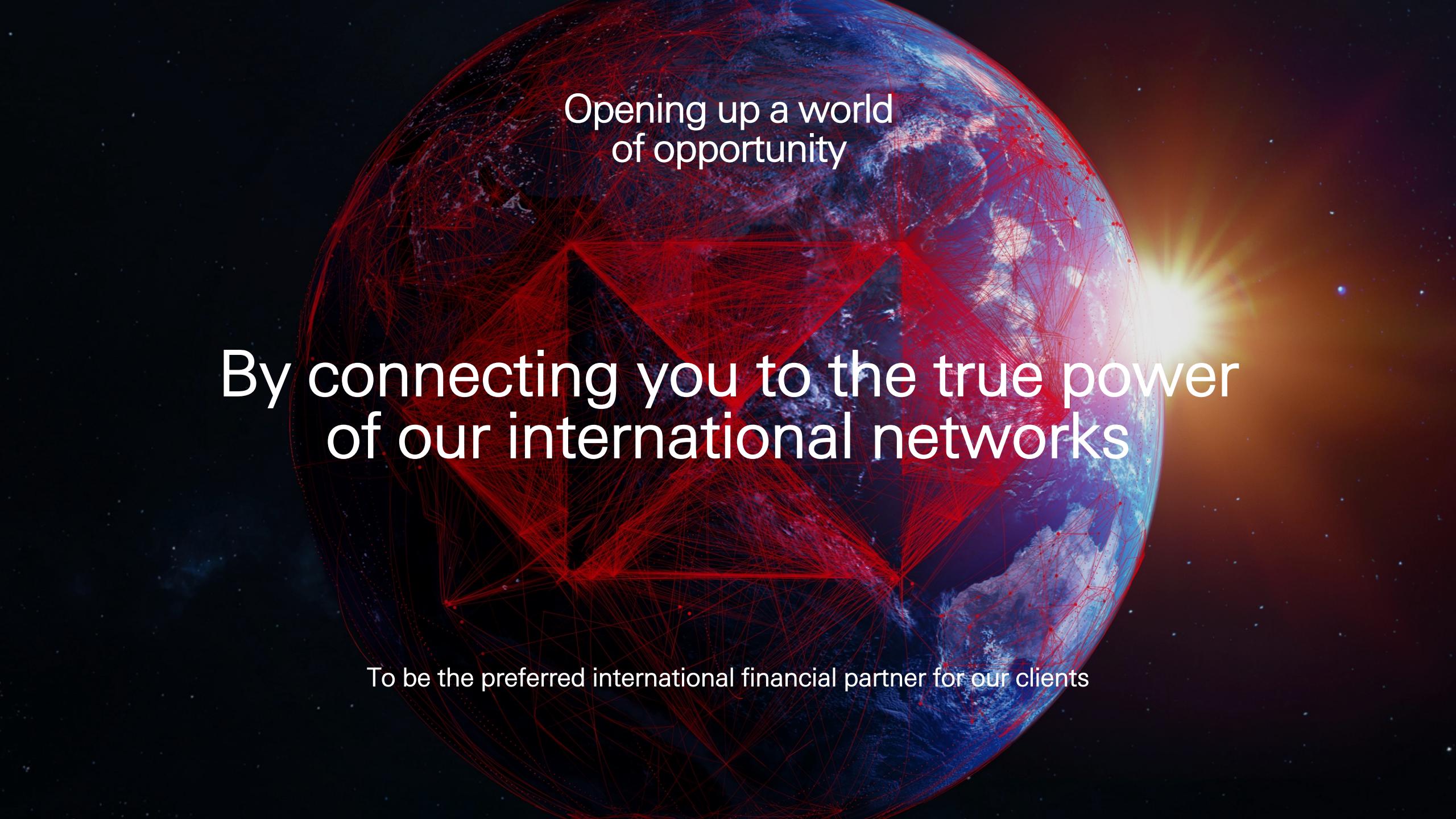
Thank you so much for picking up this brief. We really appreciate your time and efforts. Starting a brief is always a bit nerve-racking. You never know how it will go. But maybe your ideas here will help you on your way to your first pencil – and regardless, something greater is just around the corner...

We really welcome your fresh ideas, so thank you for choosing this brief - from everyone at HSBC.

From uncertainty



to opportunity

The background of the entire slide is a composite image. It features a blue and white globe of the Earth, showing continents and clouds. Overlaid on the globe is a complex, dense network of thin red lines that connect various points across the globe, representing a global communication or financial network. In the upper right corner, a bright sun or star is visible, creating a lens flare effect with rays of light extending outwards. The overall color palette is dominated by the blues and whites of the globe, the reds of the network lines, and the yellows and oranges of the sun's glow against a dark, starry space background.

Opening up a world
of opportunity

By connecting you to the true power
of our international networks

To be the preferred international financial partner for our clients

Background



Our Brand Growth Drivers

Fame – we are well known and familiar across our key markets and audiences – but need to double down on telling the story of our purpose and competitive advantage ‘Opening up a world of opportunity by connecting you to the true power of our international networks.’

Trust – needs to be explored and developed into an emotional territory beyond keeping our customers money safe.

International - is our distinctive sweet spot, but we need to better demonstrate the value of our network more in the Customer Experience, products and services.

Simplicity, ease and care - for customer needs to be consistently infused into everything we do. Build a service culture that shows we care about customers and communities. Particularly when things go wrong.

Consideration - is a key barrier to growth – we need to better tell our story of digital propositions, wealth and international corridors to demonstrate the value we can bring.

Measurement and KPIs – awareness, consideration, engagement in campaign and platform, proposition sales, social media engagement, shares, membership referrals, community participation.

For context, the bank's brand priorities

Clarity of direction

If you don't have a **north star**, you don't know where you're going.

We should be clear what the **value of internationalism and cross-border opportunities** is to our customers and analysts – build emotional trust beyond 'stability'.

Bring the **best of the world** to our market; and take our market to the global stage.

Attitude of ownership

Everyone needs to be responsible for driving brand growth, and know how to play their part.

Brand is what we do every day, not what we pay for.

Our unique perspectives, research capabilities, and position of trust with clients allow us **to provide a narrative of optimism** in a world filled with uncertainty.

There is too **much 'negative self-talk'** – we should be winning people over and attracting talent.

Making it happen

We need **more competitive language**, and a tone of voice that speaks to our strengths.

We need to put **more emotion** into our brand.

Insurance, ESG, wealth, health; we can demonstrate the connection between finance and overall wellbeing... this is how we bring out the **emotion in banking**.

Leverage **influencers and ambassadors** to elevate important conversations and build communities.

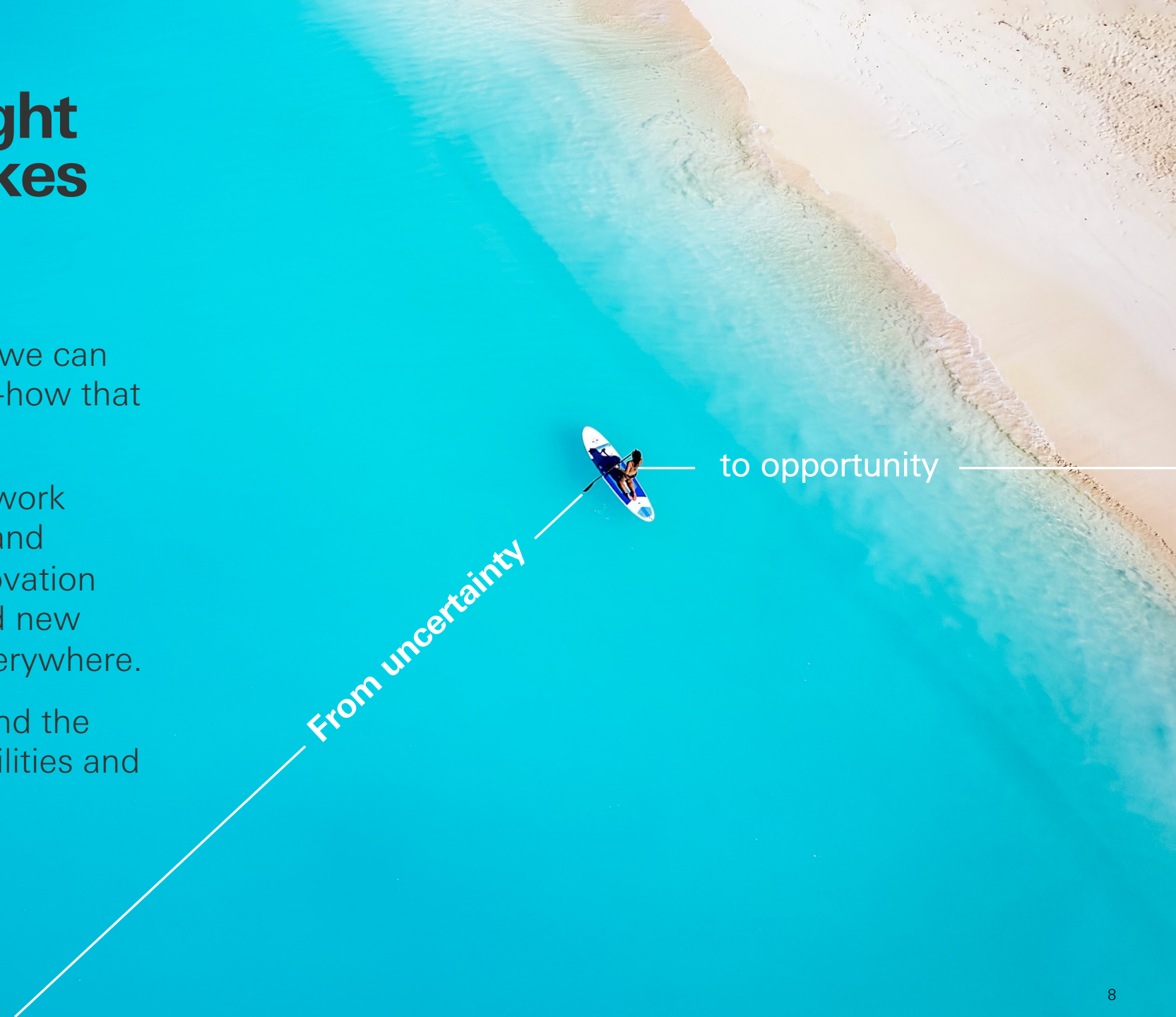
We need to change our 'old and stuffy perception' and move away from pictures of 'ships' towards **climate tech, the new economy and innovation**.

Life is rarely a straight line. Wherever it takes you, we can help.

HSBC's international networks mean we can spot insights, connections, and know-how that other, smaller networks can't.

Our broad and deep international network connects you to experienced people and businesses that have been there, innovation from those who are getting there, and new opportunities that are bubbling up everywhere.

...so you can feel confident, see around the corners in life, uncover hidden possibilities and open up a world of opportunity.



From uncertainty

to opportunity

Manifesto: Wherever life takes you, we can help.

Life is rarely a straight line...

It's full of corners.

Twists and turns in our relationships

Our careers

Our organisations

Our finances

Our health

There are turning points we expect:

Like flying the nest

Or building our nest egg

Building up our careers and our companies
and our capital

We can see these corners coming

But they still create uncertainty

And getting around them requires planning

Resources

Investment

Confidence

Then there are the other life corners

The plot twists and sharp turns that come out of nowhere.

Studying one thing only to become something completely different.

Moving halfway around the world for a job... staying there because you found your other half.

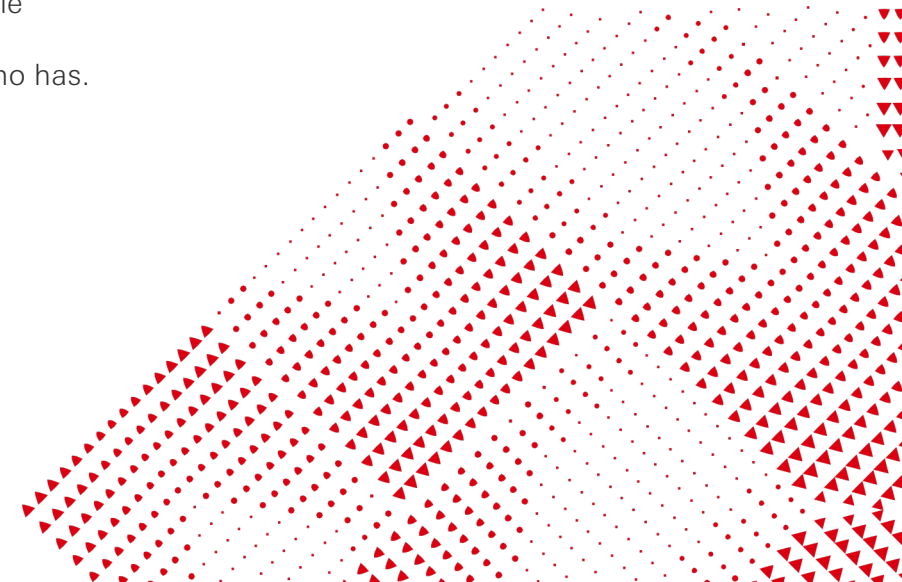
No one knows exactly what the future holds.

But we've been around nearly every conceivable corner, in every corner of the globe. And if we haven't, we can connect you with someone who has.

That's the power of our international networks.

Helping you see around life's corners.

HSBC. Opening Up a World of Opportunity



The insights we are dealing with

International Students



[Link to social content](#)

Emerging Talent

Banking / financial services is not an industry of choice for females / students of black heritage / low socio-economic backgrounds:

- Perception of banks align predominantly with male preferences
- Banks have a bad rep – students who look for companies with values that resonate with theirs and don't see banks as such.
- Graduate recruitment on campuses feels inaccessible because finance has created a very watertight image of elitism.
- Banking is seen as inaccessible if you're not coming from a finance background. Students don't know how to enter a career in banking and even if they did, they are not sure they would succeed

Key differentiators of the HSBC experience as an employer are not known prior to joining and verbatims from current young talent debunk the myths:

- There is a path for everyone, whether you want to do different roles, or just one and become an expert
- HSBC's vastness and scope of opportunities are very appealing
- HSBC offers a job stability (rare as a grad), the diversity of experience and a more holistic view of HSBC, as well as career growth and access to continuous learning
- HSBC gives grads more responsibility and opportunity and I'm always seated next to someone more senior who can help me learn
- People culture was a happy surprise – it's centered around collaboration and supporting one another

Business

With all life's corners, saving, investing, going to university, getting your first job or building a startup, HSBC is here to help you grow.

Gen Z:

93% of Gen-Zers have taken a step toward exploring business ownership

75% want to launch their own businesses
We understand how important our younger generation is and will be to the future of our world's financial economy.

Gen Alpha:

76% of children aged 8-14 aspire to either establish their own business, run a small enterprise, or pursue a 'side hustle', compared to only 13% who said they would prefer working for others.

Expectations for a workforce that's worlds apart from what is known today, as over 76% of Gen Alpha aspire to be their own boss or have a 'side hustle', vs 13% who want to work for others.

The quest for Talent and the adoption of AI is already becoming the key challenge for businesses all over the world.

What are the twists and turns of an international student?



General twists and turns



Where HSBC can support

Money woes

Studying at home or abroad

New Technology

Choosing the right educational path

Gap year

Paying bills

Inter-generational homes

Money Management

Moving money

Moving house

Flatshare politics!

Investing in a side hustle

Meeting new people

Building networks

Home sick

Affording everything –
Missing out on trips

Cost of international education

Different laws

Opening accounts before/there

Leaving university and what's next

Job moves

Sending money home/receiving money

Relocating again

Forever applying for jobs with no feedback

Where to start with job apps – whether to a company or start one up –where to start

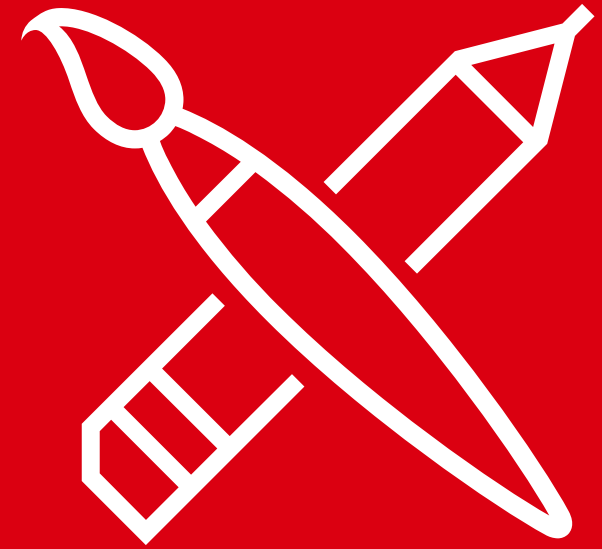
Staying ahead & relevant as the world becomes borderless

Career next steps

Staying in touch

What have you or your friends experienced?

Appendix



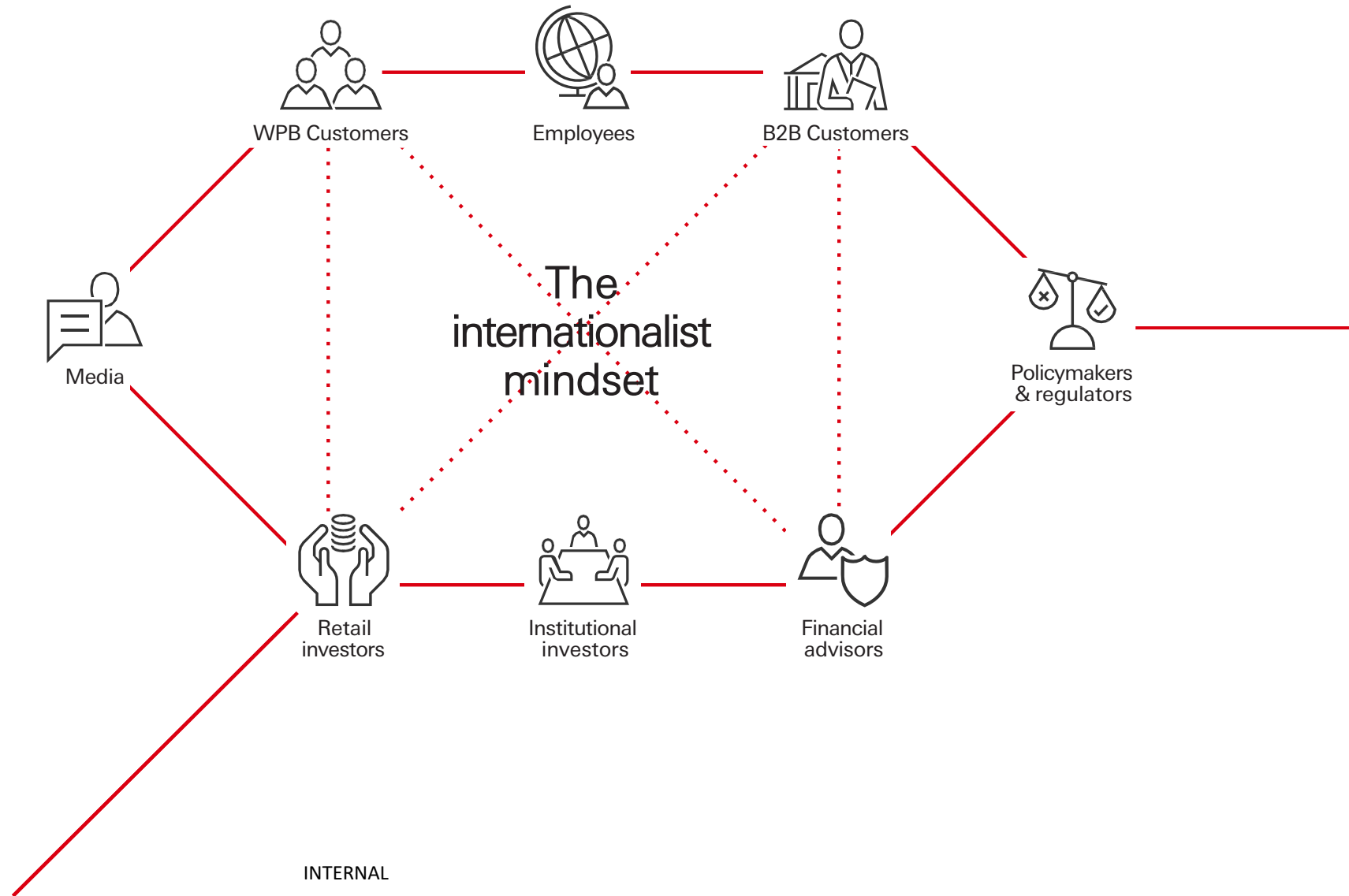
Who are we building our brand for?

A unifying mindset that connects with all our audiences:

Those who think beyond their immediate horizons.

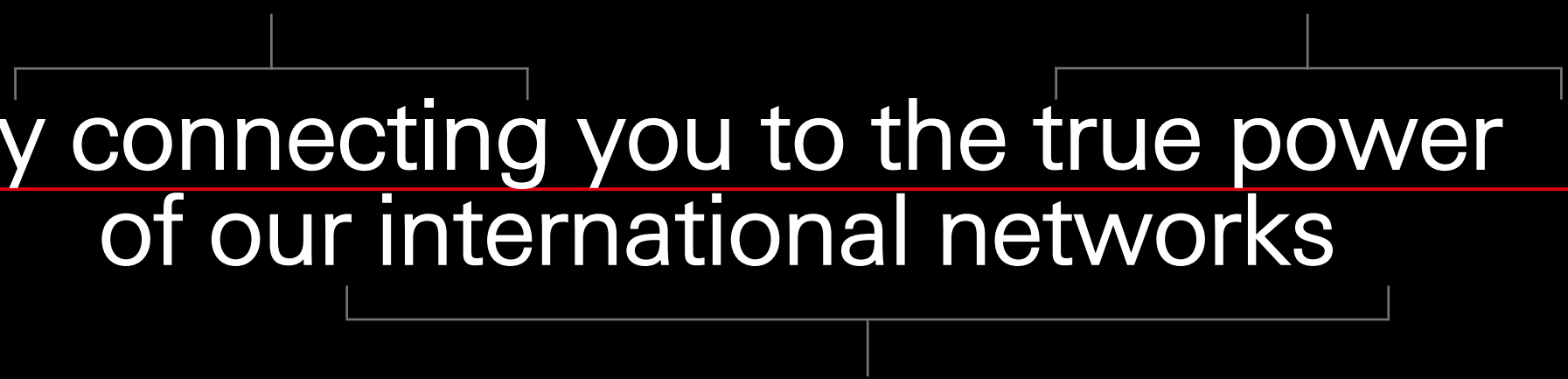
Not defined by geographies or life stage, instead united in their considered optimism and ambition for growth.

They truly believe that being connected to a network of different people, different perspectives and different cultures opens up greater opportunities.



As one of the world's most interconnected, international banks, we are the super-connector for our clients and our people – this is how we deliver our purpose, opening up a world of opportunity.

We make the true power of international visible in everything we do, even for those who may not consider their needs as international.

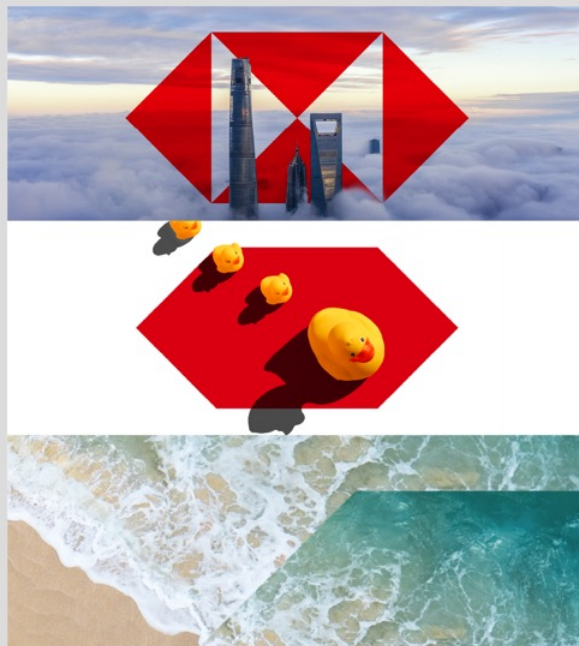


By connecting you to the true power of our international networks

Our international strength isn't just driven by dots on a map – it's built on a multitude of networks across geographies, relationships and industries. So, with HSBC you're not just connected to our network, you're connected to the networks we are a part of too.



 **HSBC** | Opening up a world of opportunity

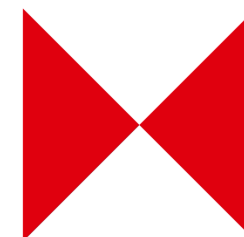
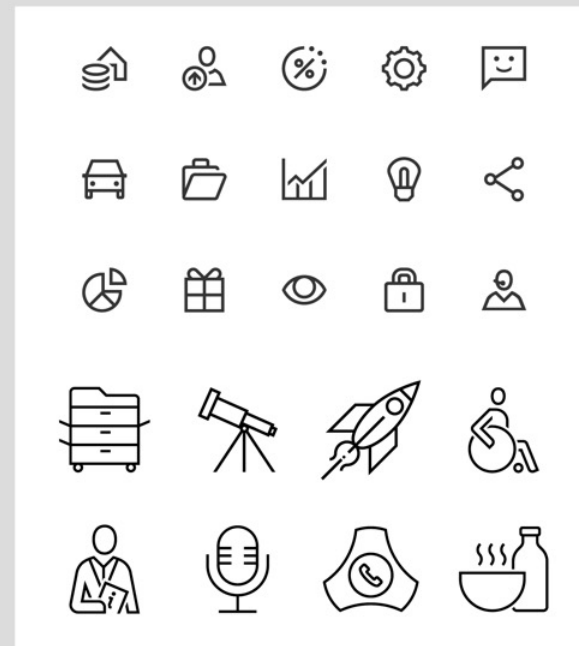
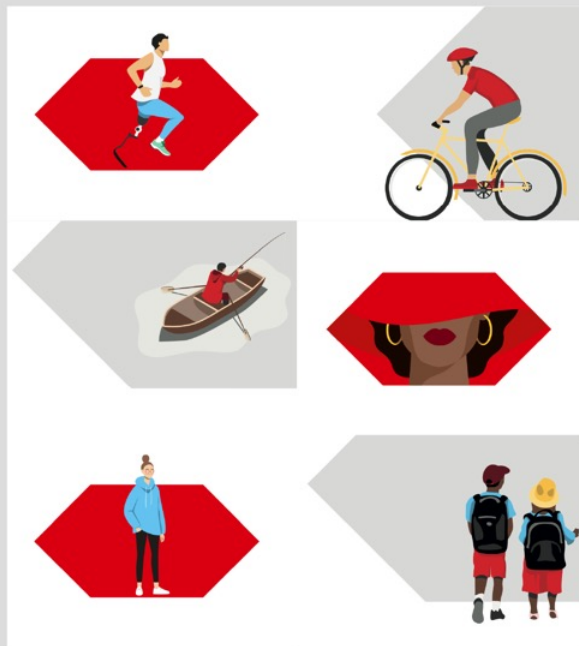


Big and Light

Small and Bold

Univers
Next
for HSBC

Thin
Light
Regular
Medium
Bold



Brand Foundations

The HSBC Logo



Primary Version



Negative Version



Mono Version



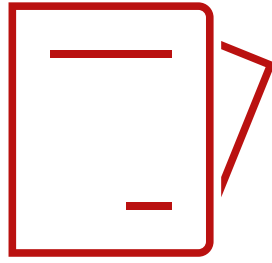
Mono Reversed Version

Brand Experience

Strategy 1 of 2



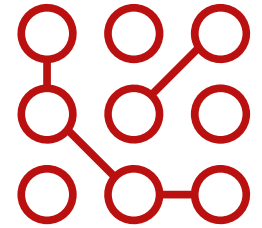
Understand your target audience by performing a segmentation analysis and creating customer personas.



Draw up a **mission statement** that identifies your target audience, outlines your vision and focus areas.



Tell your company story: everyone loves storytelling and it's a great way to make a brand memorable.



Build **unique brand positioning** using your mission, company story, and differentiators.

Brand Experience

Strategy 2 of 2



Don't be afraid to
get emotional.



**Make the customer
feel valued** and treat them
with empathy through a more
bespoke user experience.



Open up a dialogue with
colleagues and customers
through social media
listening, surveys or NPS.

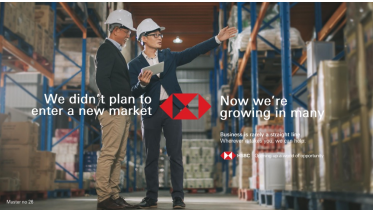


Enhance the **in-person and
digital experience:** in
branches, events,
partnerships and on-line.

Global Brand Campaign
WPB Focus



Global Brand Campaign
B2B Focus



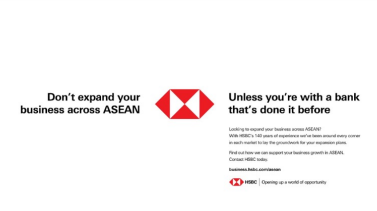
Global Partnerships
HSBC SVNS



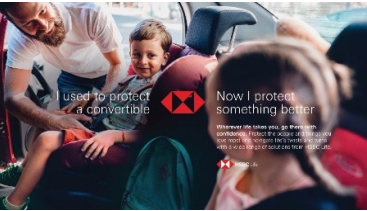
GBM
Global Investment Summit



CMB
ASEAN



HSBC Life
WIP



UK Brand/CMB Campaign



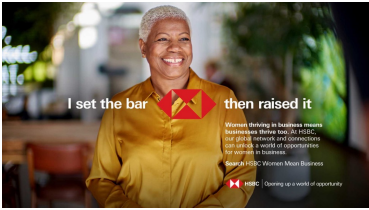
HK Brand Campaign



B2B Trade



B2B Women in Business



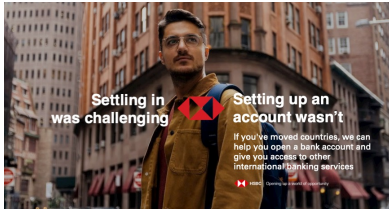
GBM Sibos



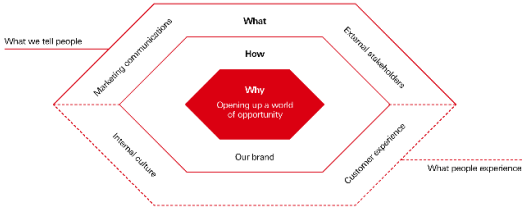
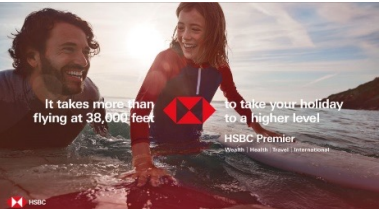
ASP Cultural Campaign



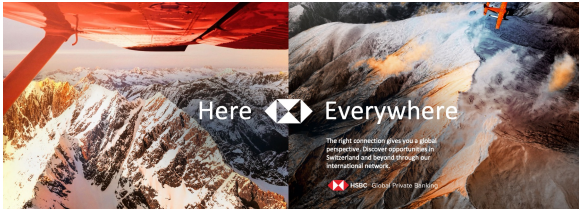
WPB International 3.0



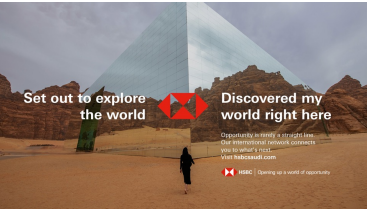
WPB Premier 3.0 *WIP*



WPB GPB *WIP*



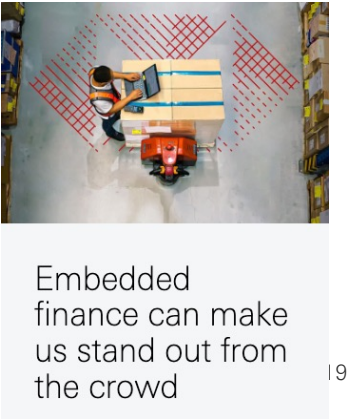
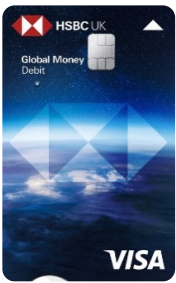
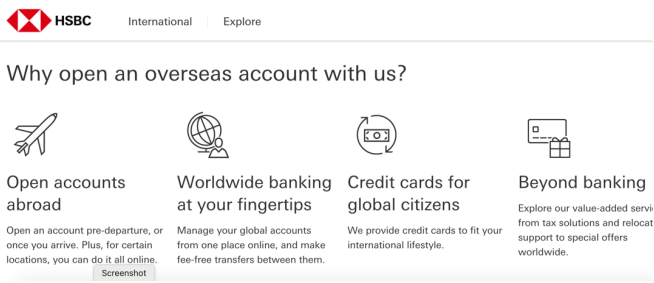
MENAT Brand



Employer Brand



Products and Services



The creative construct

- ◆ Where my life or business is/
used to be
- ◆ Where I thought I was going

Headline a.



Headline b.

Our red hex is the pivot point
where we help in life/business

- It's a point of change
- It's a point of opportunity
- It's a point of support
- It's a point of connection
- It's a point of growth

- ◆ Where my life or business took
me
- ◆ Where opportunity led me

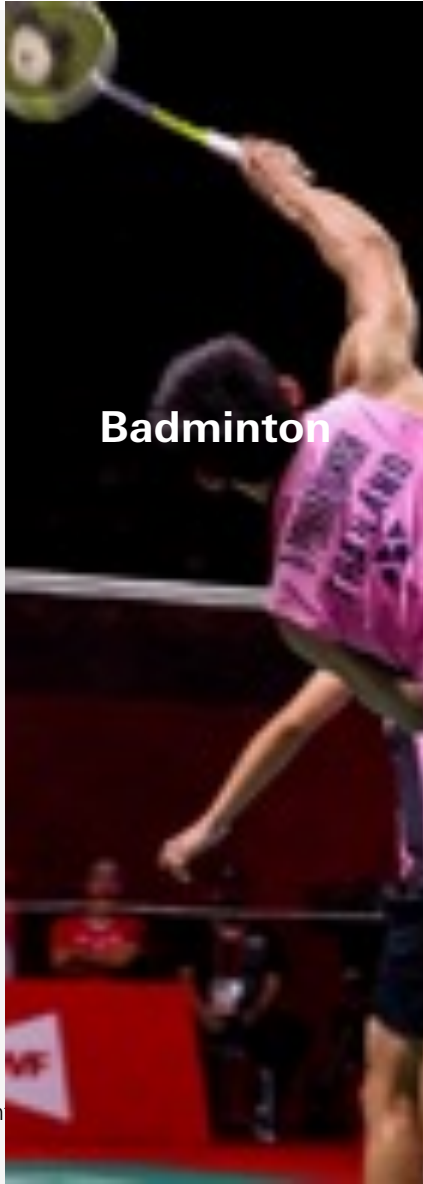
Relevant body copy that shows
how HSBC can help goes here.

CTA goes here

 **HSBC** | Opening up a world of opportunity



HSBC Global Partnerships - demonstrate global scale, deliver unrivalled customer experience and build relationships with our most valuable audiences.
How would you tackle this brief through our key Partnerships?



Badminton



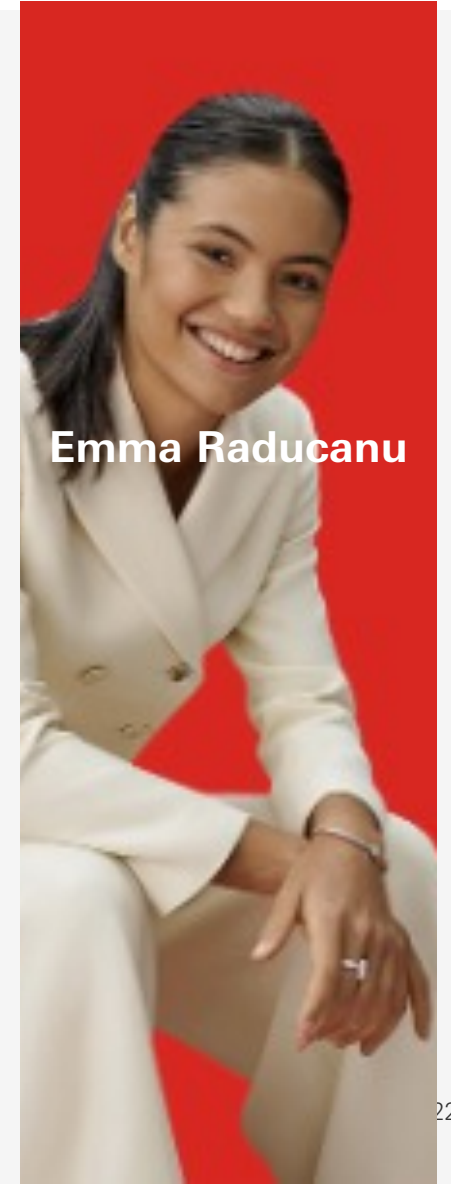
Rugby



Golf



THFC



Emma Raducanu