



**Brief set by  
HSBC**

## **A new, global platform for international students with HSBC**

### **The backstory**

HSBC understands that life, business and careers are never a straight line – and for those who seek to live, study and then work abroad at some point in their lives, it's even more of a leap into the unknown.

International students and emerging talent represent a powerful community of future wealth and business leaders. They are a diverse community from all over the world, bound together by a love for personal growth, exploration, experiences, career and business opportunities. Becoming an international student is one of the most exhilarating experiences in life. It can often be the first time you really get to fully immerse in a different culture, leave home, and be part of something bigger.

HSBC wants to support these students and own the space around those who want to live their lives on the international stage. They also want to change the perception of financial institutions to help them not only attract new customers, but also showcase the brand as a great place to work itself.

### **What's the challenge?**

Build an emotional connection with HSBC's most valuable audiences of the future through a campaign that lives across multiple platforms.

You need to create a campaign that speaks directly to international students that can expand across everything from events to social media to out of home activations.

### **Who are we talking to?**

International students (those studying away from home) around the world, but with a particular focus on ASEAN, China, India, MENAT, UK and Hong Kong.

Whilst your core audience should be those still studying, you should also consider how your idea might span to those who are at the very start of their careers, including recent graduates and interns.

### **Things to think about**

#### **Why HSBC?**

International is HSBC's sweet spot. And that's why it's the perfect place for international students. Their international networks mean they can spot insights, connections, and know-how that other, smaller networks can't.

They can connect their customers to experienced people and businesses that have been there. Provide innovation from those who are getting there. They can open up a world of opportunity. By being with HSBC you're not just connected to their network, you're connected to the network they are part of too.

### **Student life**

What are the unique issues that international students are facing and how can your campaign showcase how HSBC can solve them? HSBC have included a range of audience insights in their brief pack to help you get started.

### **Career starters**

A great campaign can build brand notoriety. How can your idea give inspire this audience so much they might even choose to work with HSBC? By creating a campaign that can debunk the myth that banking is boring, and innovation is everywhere, you can not only build brand loyalty but also inspire audiences to want to work for the brand too.

### **The important stuff**

You must develop a campaign that speaks to international students in HSBC's key markets.

Present:

**Your solution.** Clearly explain your idea and how it would work.

**Your creative process.** How you arrived at your solution and key insights from your research, especially audience insights.

### **Submission**

1. Sketchbook/Portfolio of Creative Innovation research and conceptual work saved as .pdf (scan if physical)
  2. Pitch Presentation slides ppt
- Uploaded **ONEDRIVE** by 4pm  
8th May 2025 the day **BEFORE**  
the presentation.

Please see Creative Innovation brief for full submission details