



WPPED
CREAM
2007

MEDIA | HIGHLY COMMENDED | MINDSHARE GLOBAL
HSBC | DIFFERENT POINTS OF VIEW

INSIGHT

Amidst the rise of homogenisation and standardisation, the strategic starting point of this campaign was the need to listen to and respect consumer individuality.

HSBC BRAND BELIEF:

'...HSBC is building it's business in the belief that different people from different cultures and walks of life create value.'

IDEA

To dramatise the value of different points of view in a distinctive and emotionally engaging way, breaking away from the stereotype of banking. We used thought provoking creative executions that challenged and contrasted individual interpretations of a wide range of imagery.

ACTIVATION

Development and execution of a unified global platform, across all communications, to represent and actively illustrate HSBC as the global bank that believes in the importance of different points of view.

- Total global and local integration
- Far reaching global impact
- Significant cut-through across all categories - not just finance

RESULTS

- Spontaneous ad awareness seen to increase from 2%-6%
- Brand familiarity shifted from 17% to 33%
- Campaign recognition in some markets topped 82%
- 1.2 million people spending 4 minutes average interacting with the site (yourpointofview.com) from over 130 countries
- Active blogging in more than 30 markets

THE TEAM

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