

Brand strategy for Indonesian bank

1. Situation & Challenges

The client sought a new branding strategy to improve its brand awareness and positioning in the local banking market.

2. Our Approach

We utilised an experience branding framework beginning with an initial assessment of the brand. Our analysis encompassed several aspects including communication and customer touch points. We then formulated a new branding strategy to target a gap in the marketplace. The strategy was also designed to match the bank's internal capabilities. Our partner advertising agency worked on a new creative strategy aligned with the overall brand strategy.

3. Results

We presented our recommendations to the CEO and top management of the bank. Our recommendations were accepted and, as a validation of our quality of work, we were asked to manage the implementation of our recommendations.