Asian Bank: Brand Strategy

Singapore is renowned both for its vibrant, melting-pot culture and its status as a global commercial hub and retail paradise: all long-supported by a banking sector rightly proud of its distinguished history. Retail banking brands in the city-state, however, have become bland and of low-interest, with little differentiation or appeal to the current generation of Singaporeans.

Against this backdrop, a leading Asian banking group needed to refresh, differentiate and focus its brand. It required a future-focused marketing strategy that sustainably stands out from a 'me-too' sector proposition based on 'security' and 'Asian identity'.

The bank required fresh insight into authentic engagement amongst the fast-moving, brand-savvy consumers it needed to attract. It needed to identify and understand the strongest stories that drive Singaporeans. It needed to know what to say, who to say it to, and where to say it. Traditional research methods and social listening having failed to deliver what was needed, the bank turned to our Significance Landscape product.

Significance Landscape quickly, cost-effectively and efficiently identified the following:

- All Singaporean bank brands were of low-interest, with little engagement beyond the transactional.
- Some social narratives existed, mainly negative or apprehensive, around security, fraud and the banks' perceived lack of proactivity, relevance or tailored financial advice — especially for high net worth individuals.
- Engagement (if present at all) occurred primarily in owned environments, rather than 'in the wild'.
- There is little evidence of consumer voices or interests being represented or engaged with by brand-owned media.

In a nutshell, the present-day world of Singaporean bank brands was that of a cold category with little perceived humanity.
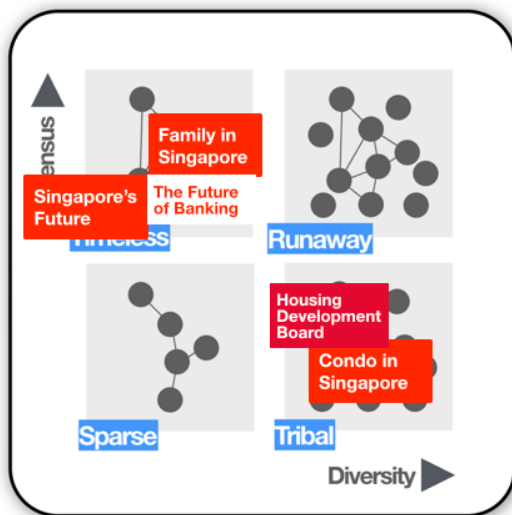
Invest in the future…

However empty the current coffers of engagement, Significance Landscape showed clearly, where to invest for *future* brand equity. Crucially, we found evidence that the master-narrative for Singaporeans is The Future—*their* future, and that of their families. From the timeless narrative of The Future, cascades down debate around housing, career, and the rest of engaged life in the bustling city-state.

Topical drivers for "The Future of Singapore"

These findings were echoed in the engagement we identified around banking topics. The data clearly showed:

- far greater authentic and passionate engagement around the *future* of banking.
- real potential for practical and empathetic connection to real-life needs.
- an opportunity to humanise narratives by active customer engagement and delivery of lifestyle advice by the banks
- nascent demand—only partially served by overseas banking groups—for provision of bespoke banking service to high net worth Singaporeans.

Clearly, there is scope (and permission) for the bank to meaningfully, connect the narrative of its own future to that of its target audience through marketing communications, while developing products and services to meet the opportunities identified. Clarity and focus, delivered by Landscape.

As a bank, our client appreciates more than most the value of a (Singaporean) dollar well-spent, and has found Significance Landscape to be a very sound investment in its brand's strategic future.

Significance
Landscape

Significance Landscape locates the deep, timeless narratives around any topic in any major language. It identifies and characterises the key opinion drivers and the most significant content, wherever it is: whether websites, traditional media, blogs or social media.

It exploits this unique capability, to map out the 'narrative landscape' which relates to a brand, threat or opportunity. Each Landscape clearly visualises the nature of engagement with those brands, threats or opportunities 'in the wild'. Whether your goal is to effectively approach, or to create distance from, those key drivers, this insight provides immediately-actionable intelligence on **what to say**, **how to say it**, **where to say it** and **to whom.**

Significance
Systems

Shape the Narratives
That Shape Your World

Knowing **what to say**, **how to say it**, **where to say it** and **to whom**, empowers you to *focus your time and effort*, to *deliver better outcomes for your business*.

Our products rapidly analyse a **communications issue**, **sector**, **category** or **market need**, to quickly, accurately and securely identify the narratives on which to focus. They cost-effectively identify **what's likely to happen** to each particular narrative, and highlight the levers of **communications power**: the key media, the key people, the key messages.

We don't need any of your data to do this.

We work across the whole web, in any major language.

This sounds like social listening? It isn't. All our clients continue to use social listening to improve their customer care experience. Our products deliver strategic insight.

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