

# press release

FOR IMMEDIATE RELEASE

## Standard Chartered Launches new Global Brand Campaign

*Campaign shows how the bank is truly 'Here for good'*

UAE, 19, June, 2012 – Standard Chartered today announced the launch of its new Global Brand campaign which continues its previously launched 'Here for good' story and demonstrates how it is a bank with a conscience. Standard Chartered's print, outdoor billboards, digital campaigns and TV adverts will be seen in the UAE as well as several markets including Bangladesh, China, India, Taiwan and Nigeria, and are set to run for a two to three months period in most markets.

The new campaign focuses on 'progress', showing that even during the crisis the Bank supported trade so that companies could keep doing business, keep employing people, and in doing so, stimulate the economies of the countries it operates in.

The campaign kicked off on 7 June with print ads, followed by a new TV advert, which airs on 7<sup>th</sup> of July. The ad campaign will also direct people online where they can express what's really on their mind and see global trends relating to some of the big issues from across the Bank's key markets of Asia, Africa and Middle East.

"This campaign goes further than just putting our name on a billboard," explained **Claire Fedder, Group Head of Brand, Standard Chartered**. "We're pointing people to our website where we'll be able to show them more about how we are Here for good. We'll be asking what's most important to our customers and providing relevant examples of how we positively contribute in those areas.

"We see this as a digital barometer, which will enable us to use that information to

demonstrate that we're listening in the way we deliver relevant content and adapt our messaging in the future. It's all about showing people that we're a force for good in banking," Fedder added.

Research for the campaign was conducted in Taiwan, India, Dubai and Indonesia with several types of customers. The response was largely positive, with particular mention of the personal impact the Bank's focus on trade has made on its markets.

**Commenting on the regional approach of the new Brand Campaign, Richard Bowcott, Regional Head of Brand and Sustainability Standard Chartered MENAP said:**

Having part of the global TV campaign filmed in the UAE confirms the strategic importance of this market and the wider region to the bank. We have adopted an innovative public engagement approach to raise awareness of the general public about how and why Standard Chartered is a Bank with a conscience. ”

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*For further information about Standard Chartered, please contact:*

Ramy Lawand  
Senior Regional Manager, External Communications  
Standard Chartered MENAP

Tel: 009714 508 2564

Mobile: 00971 56 675 9894

E-mail: [Ramy.Lawand@sc.com](mailto:Ramy.Lawand@sc.com)

**Note to editors:**

**Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for more than 87,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

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