

press release

Standard Chartered launches bold new brand campaign

How can banks play a role in tackling barriers to global commerce and prosperity?

The Gambia, 30 April 2018 – Standard Chartered is launching a global campaign that takes its ‘Here for good’ brand promise and poses a new tougher challenge: ‘Good enough will never change the world’.

Launched in 2010, ‘Here for good’ showed how a bank could be a force for good by promoting economic activity that has a positive social impact. The new campaign retains the original brand promise but sharpens our focus on how banks can help tackle some of the problems that stand in the way of global prosperity and commerce.

Behind the ‘Good enough will never change the world’ campaign is an eighteen-month deep-dive into the values underpinning Standard Chartered and ‘Here for good’. The project included hundreds of client interviews and collected inputs and values of our 85,000 staff.

The campaign showcases a series of inspirational short films featuring people who accomplished extraordinary things because they wouldn’t settle for ‘good enough’. Directed by award-winning film-maker Asif Kapadia, the launch video stars Jamaican sprinter and Olympic champion Usain Bolt.

“I always say ‘never think limits’ and ‘anything is possible’. It is not enough to dream big – you need to push through barriers to realise your dreams,” said Usain Bolt. “When you have an end goal in mind and you’re passionate about it, you can find the will and the strength to break through boundaries and achieve that goal.”

Follow-up videos will tell stories of how companies and clients overcame obstacles to deliver stronger performance or make a difference in emerging markets across Africa, Asia and the Middle East.

“What is really exciting about the next chapter in ‘Here for good’ is that it’s deeply rooted in the Bank’s clients, employees and history” said Emma Sheller, Global Head, Brand and Marketing. “It’s also about

being in tune with what's happening in the world. We set the bar high with 'Here for good'. Now we are setting it higher with 'Good enough will never change the world'."

The campaign kicks off today in Hong Kong, Korea, Singapore, Taiwan and the United Kingdom. It will roll out in 2018 in phases in across the rest of the Bank's footprint including The Gambia.

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Standard Chartered

We are a leading international banking group, with more than a 150-year history in some of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

We are present in more than 60 markets, with over 1,000 branches and around 3,000 ATMs.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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