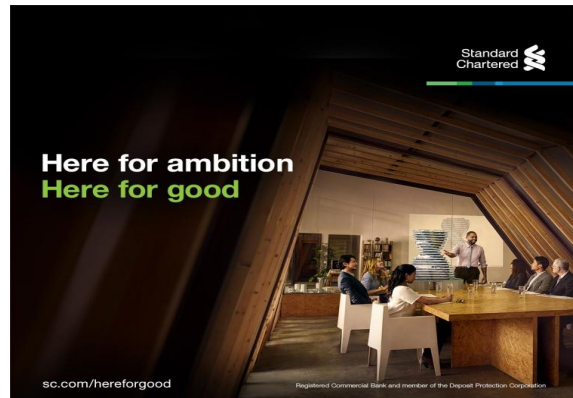
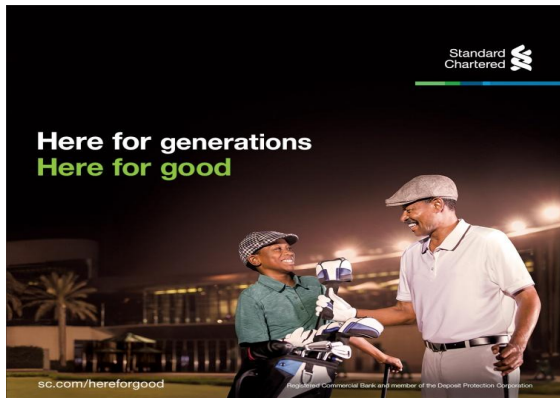


Standard Chartered Refreshes its Brand

Standard Chartered has launched a new 'look and feel' for the **Standard Chartered Brand**.

The new 'look and feel' **reinforces our brand promise of Here for good** by making our corporate brand more personal and human.



The campaign focuses on people and companies and engages with them emotionally. The objective is to deliver direct benefit to our clients.

We will engage clients based on their psychographics, rather than by the business they do with us and demonstrate how we are helping them to achieve their aspirations.

For example, one execution of the brand campaign acknowledges business owners as '**Innovators**' with global growth ambitions, and shows how we help bring their dreams to life and are with them in their moments of truth.



We will be focusing on our clients' needs through their different life stages and persona of being **achievers, innovators, visionaries, and providers for future generations**.

Our refreshed brand will deepen our emotional connection with our clients and reaffirm our commitment of being Here for good.