

## Creative Brief

### HBL Positioning Campaign

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December 2009

#### **Reason for Brief**

Over the last 3 years we have moved away from the moniker "Habib Bank" and the associations this brings with it. However, there are some positive associations that come with a legacy brand and these need to be capitalized on. One such association was a feeling of belonging, a sense that "Habib Bank is my bank." While our current positioning manifests our tagline, "Jahan Khwab, Wahan HBL," there is still a strong and inherent association that HBL has with Pakistan and its people – we have always been a bank and a brand for the masses.

As we portray our vision – Enabling people to advance with confidence and success – and stay true to our brand essence, the sense of belonging needs to be intertwined seamlessly with these. We need to bring back the feeling of "mera bank" without an overt claim, without ever saying so. A sense of belonging imparts a feeling of pride, of being part of something that is larger than the self can be.

#### About the Brand

HBL provides a comprehensive range of banking services, designed to maximize the potential of individual customers and businesses of all sizes. HBL is Pakistan's largest banking network with over 1,450 branches and an international presence in 25 countries.

HBL is part of the fabric of Pakistani society and we are dedicated to the continuing success of our country and its citizens both in Pakistan and abroad.

#### **Brand Personality**

- *Honest, Inclusive, Committed, Progressive*

#### **Consumer Insight**

- I want my bank to respect my aspirations.

#### **Higher Order Benefit**

- Success.

#### **Emotional Benefit**

- Being part of HBL gives me a sense of pride.

#### **What differentiates this product in its competitive environment?**

Greater accessibility empowers me to achieve more.

### Reason to believe

Pakistan's largest financial network fulfilling more needs for more people.  
(Largest domestic network with over 1,450 branches and a presence in 25 countries).

### Competitive Landscape

Key Players	Bank that fulfills all my financial needs	A bank that respects me	A bank that upgrades lifestyle	A bank which is always there for its customers	Has the most number of branches	Is an approachable bank
HBL	2.8	1.8	2.5	5	3.1	2.4
MCB	1.6	2.3	-1.7	1.2	1.1	2.4
ABL	0	-1.2	-2	1.3	3.9	0.9
UBL	1.5	1.6	0.1	0.3	3.6	3
SCB	-2.8	-1.6	-1.2	-1.9	-2.4	-1.1
Citi	-2.2	-1.6	1.3	-4.1	-1.2	-2.7
Bank Al Falah	0	1	1.6	-3	-4.1	-2.6

### How do we want the consumer to think in response to the advertising?

- Its where I would bank!
- Its where I'd go for my financial needs!
- They know what I need
- They would know what I need
- When I know what I want, only HBL will know what to do

### Target Consumer

Everyone with financial needs.

### What do we require from the creative agency?

1. Brilliant Concepts
2. Recommended communication elements

### Mandatories

None.

### Launch Timelines

23<sup>rd</sup> March, 2010