Singapore-based bank UOB believes in ‘banking with a conscience’. The perception of trust has been an issue in the financial sector. Convincing customers to embrace the ‘Right by You’ brand statement required a trusted platform on which to show how authentically UOB lives its message.

Investing in tomorrow

BBC StoryWorks understood that BBC viewers loved to read about the future of energy, as well as opportunities, news and progress in developing markets. The same audience was also intrigued by other people and liked to immerse themselves in unfamiliar cultures.

Stories that resonate

Working with UOB’s global branding team, the BBC StoryWorks team unearthed stories that embodied the Bank’s principles. Through powerful videos, including a ‘hero’ film, and in-depth articles, BBC StoryWorks showcased the people who create change - and those impacted by it. A content hub helped viewers take a deep dive into the Light, Partner and Power aspects of this transformative project.

A brighter future

The campaign drove a deeper awareness of the UOB brand, registering an 88% uplift in familiarity. Image scores were significantly improved and 79% of respondents agreed that the BBC was the right place for UOB to advertise. Amongst viewers, the likelihood of recommending UOB increased by 427%.

Click to discover more and view the work