RAISING THE BAR

Building upon its “Here for good” brand promise, Standard Chartered Bank (SCB) briefed BBC StoryWorks to convey how it challenges everything that is ‘not good enough’ with the world. Choosing authentic, emotive stories maximised engagement.

Relatable brand values

A campaign framework was developed for broad audience appeal:

• Big brand film addressing world-changing human stories rooted in culture
• How SCB challenges things that are not good enough in banking – and beyond
• Ways that SCB is transforming business to tackle the barriers to prosperity

Inspiring hope

Three articles and four videos were produced, featuring inspirational people and organisations that reflected SCB’s values.

These included a charitable centre in India that combats preventable blindness, an Indonesian telehealth application and a Singaporean coffee roaster that is committed to traditional practices. Each execution created empathy through authenticity.

Compelling results

The campaign increased awareness of Standard Chartered with an uplift of 74% at the highest level of familiarity, as well as a significant increase in positivity towards the brand.

The Bank’s dedication to helping SMEs was clearly communicated, and a strong desire to further engage with the brand was observed after exposure.

Uplift of 74% at highest level of familiarity

Click to discover more and view the work