

Creativity In The Financial Industry /

Marketing in the banking world can sometimes feel like swimming in a sea of sameness. But select brands are standing out from the pack by thinking beyond the typical campaign. Here, we identify three key areas – and thought-starter questions – where banks have an opportunity to stand out.

Rejecting trust complacency

What cues are you using to convey reliability to consumers? What actions could you take to regain trust amongst consumers by truly bringing to life your purpose?



Sanlam / Using storytelling about the future to emphasize heritage in the past



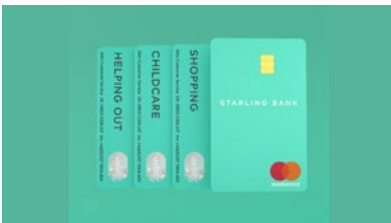
HSBC / Updating positioning from local to together, while retaining personalized feel



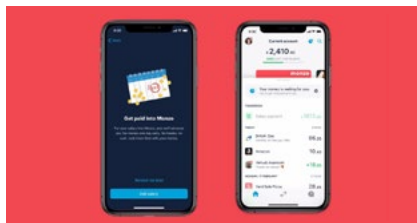
Heinz / Weaponizing consumers to highlight market leadership and iconic status on behalf of the brand

Battling consumer inertia

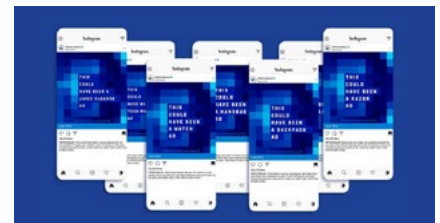
Are you looking at innovation through a human lens? What are the pain points you are helping to solve? Is it elevating the consumer experience or is it driving efficiencies?



Starling / Creating new products to solve traditional pain points



Monzo / Easing financial anxiety with early payments of salary deposits



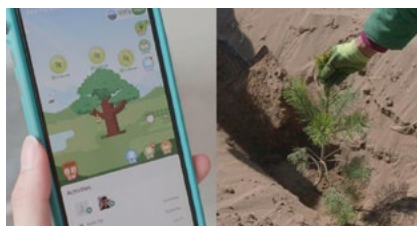
Fifth Third / Using creative social media ads to position bank as a consumer ally

Embracing a broadening remit

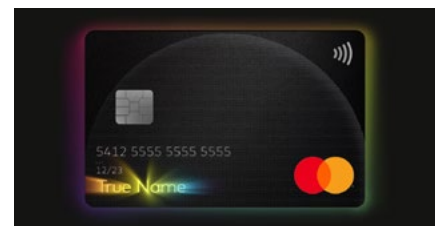
Outside of the world of finance, what struggles are Canadians facing in their lives? How could you help address those wider concerns through banking behaviours?



NRMA / Helping Australians live safer lives



AliPay / Linking consumers' sustainable decisions with corporate reforestation project



Mastercard / Showing solidarity with transgender customers by making a simple change