

Bank brands: What really matters; Country of origin, product innovation or customer service?

1st February 2012
Agenda

Venue

British Bankers' Association (BBA)
Pinners Hall
105-108 Old Broad Street
London
EC2N 1EX

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The Banker

The Forum: 09:00 - 13:00

Bank Brands: What really matters; Origins, Innovation or Customer Services?



As the criticism of bankers by the general public and media continues, those institutions who survive the current economic crisis will be forced to redefine and re-evaluate their strategies to succeed in a new global market.

Whilst some banks have floundered others have flourished. Should institutions take heed of the actions by expanding overseas to avoid the current economic climate? Or should they be more creative with their product innovation and improve the role of their customer service?

The Brand Finance Banking Forum will address the emerging financial services companies analysing the impact on an industry in crisis. We will hear views and perspective from banks executives regarding issues around the impact of Country of Origin, Product innovation and customer service on the brand and marketing strategy. Through a panel session, we will discuss how bank brands can differentiate themselves to succeed.

Who should attend?

CEOs, CMOs, CFOs and senior managers of corporate brands who are interested in understanding the value of their brands.

London - Wednesday 1st February

BrandFinance® Banking Forum 2012

Bank Brands: What really matters; Customer origins, product innovation or customer service?

Timing	Synopsis	Speakers
08:30 - 09:00	Registration and coffee	
09:00 - 09:10	Welcome and Introduction	Brian Caplen Editor The Banker
09:10 - 09:35	Managing a Brand in turbulent times	Claire Fulda Group Head of Advertising and Branding BNP Paribas
09:35 - 09:50	The changing landscape for Bank Brands in 2012	David Haigh Chief Executive Brand Finance Plc
09:50 - 10:15	Managing reputation through customer service and product innovation?	Ian Ewart Head of Products, Services and Marketing Coutts
10:15 - 10:45	Refreshment break	
10:45 - 11:15	Managing a Brand in turbulent times	Chris Clark Group Head of Marketing HSBC
11:15 - 11:45	Leadership in innovation: Akbank's emergence as "Turkey's Innovative Power"	Hakan Binbaşgil Board Member and CEO Akbank
11:45 - 12:15	Results of the annual Banking 500 League Table – what are the trends?	David Haigh Chief Executive Brand Finance Plc
12:15 - 12:55	Panel Session: How can Banks differentiate themselves to succeed? Chaired by: Tanya Beckett Business Presenter BBC World News	Brian Caplen Ian Ewart Hakan Binbaşgil David Haigh
12:55 - 13:00	Conclusion	David Haigh Chief Executive Brand Finance Plc
13:00 - 14:30	Buffet lunch	
14:30 - 17:00	Workshop	see next page for full workshop programme

The Workshop: 14:30 - 17:00

Leveraging your bank's brand identity and behaviour in times of change



Bank brands face a time of unprecedented challenges and opportunities - explosive growth in Asia and a period of ongoing economic difficulty in the West. Bank brands and their managers must confront numerous strategic challenges including acquisition, collapse, take over, partnership, alliance, legislation, de-mergers, new market entry as well as the need to preserve an increasingly slender competitive advantage in mature markets that are facing a medium term future of limited growth.

Our workshop will explore how your brand can be leveraged to ensure your business thrives in these times of disruption. We will explore key themes from both the point of view of leveraging your brand identity and equity as well as your ability to deliver a differentiated brand experience to ultimately drive affinity, loyalty and customer advocacy. We will look at global case studies from across the spectrum of retail and wholesale financial institutions and inspiring examples from some of the world's leading brands in other industries. We will also share some recent thinking and a research methodology called BrandLove to help you more accurately assess customer affinity.

Who should attend?

Communication and strategy directors, brand managers; those responsible for managing the overall brand experience and visual brand identities for international and national banks. We expect an open and spirited debate and urge all attendees to share their perspectives.

An Uffindell and VI360 Workshop

UFFINDELL
THE AGENCY OF CHANGE



London - Wednesday 1st February

A VI360 and Uffindell Workshop

Leveraging your bank's brand identity and behaviour in times of change

Timing	Synopsis	Speakers
14:30 - 14:45	Introduction: How to enhance branded business performance in the Banking sector	David Haigh Chief Executive Brand Finance Plc
14:45 - 15:15	Insight Strategy: How to better understand customer needs and the impact of brand equity on brand strategy?	Joel Biswas Director of Brand Strategy Uffindell
15:15 - 15:30	Open panel discussion	
15:30 - 16:00	Refreshment break	
16:00 - 16:30	Implementation and activation: How to implement innovation in bank branding to tackle the three key challenges facing brands... Connection, Expansion and Separation.	Peter Farnell-Watson Director VI360
16:30 - 16:50	Open panel discussion	
16:50 - 17:00	Conclusions: Creating and preserving a convincing business case for brand innovation	Richard Gowar Director of Brand Strategy Brand Finance Plc

Sponsors and Associate Organisations



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The Banker

The Banker

The Banker is the world's premier banking and finance magazine. Read in 150 countries around the world, The Banker is the key source of data and analysis for the industry. Its unique database of more than 4000 banks maps their financial strength and soundness via Tier 1 capital, their profitability, and their performance versus their peers. The Banker has been providing global financial intelligence since 1926 and has built a reputation for objective and incisive reporting on major events. The Banker's senior editors travel the world to interview senior bankers and world leaders, giving the magazine a unique insight on global trends.

For more information, please visit www.thebanker.com



Uffindell

Uffindell is a catalyst for positive change, helping our clients to envision, design and transform their futures.

We help them flourish by creating new opportunities and resolving challenging problems in an increasingly uncertain world.

A boutique consultancy of strategists, visionaries, writers, designers and technology experts, we work at the intersection of business, brand, technology and culture, bringing to life the strategic connections that help our clients build more purposeful organisations.

Our approach is testament to the long-standing relationships we have forged with RBS, HSBC, Ameriprise, Standard Life, Deutsche Bank, Casenove and Lombard.

This is business thinking, 21st Century style.



Hakan Binbaşgil, Deputy CEO, Akbank

Hakan Binbaşgil joined Akbank as the Executive Vice President in charge of Change Management in October 2002. He initiated the Bank's "Restructuring Programme" which has transformed Akbank into one of Turkey's most customer-focused, modern and innovative financial institutions. Throughout his tenure at Akbank, he was appointed Executive Vice President in charge of Retail Banking in November 2003, Deputy CEO in May 2008, and Board Member and Chief Executive Officer of the Bank in January 2012.

Prior to joining Akbank, Binbaşgil worked as a Management Consultant in the London and Istanbul offices of Accenture, and as Executive Vice President in charge of Retail Banking at Pamukbank. He also served on the boards of directors of numerous local and foreign companies.



Brian Caplen, Editor, The Banker

Brian Caplen has been editor of The Banker since 2003. He joined the Financial Times Group from Euromoney in 2000 where he had been executive editor of Euromoney magazine for five years. He also worked as a business editor and journalist in Hong Kong and the Middle East for 10 years. He has travelled extensively and done numerous high level interviews with prime ministers, finance ministers, central bank governors and senior executives. He has a first class honours degree In Development Studies from the University of East Anglia.



Claire Fulda, Group Head of Advertising and Branding, BNP Paribas

The Advertising and Branding Department at BNP Paribas is managed by Claire. Her department will gather Visual Identity and Brand Management, Retail Banking and CIB & AMS Advertising, as well as Institutional & Financial Advertising.



David Haigh, Chief Executive, Brand Finance Plc

David is the CEO and founder of Brand Finance plc, the leading independent brand valuation consultancy. David qualified as a Chartered Accountant with Price Waterhouse in London. He has worked in the area of branded business, brand and intangible asset valuation since 1991 and since January 1995 has specialised entirely in this area. David has represented the British Standards institute on the International Standards Committee working party on the standardisation of brand valuation methods and practices, whose standard (ISO 10668) was published in 2010. David is a passionate writer and has written many articles for the marketing and financial press on branded businesses and brand valuation and is the author of numerous publications. He also lectures on the subject of branded business, brand and intangible asset valuation at many of the leading business schools around the world.



Richard Gowar, Director of Brand Strategy, Brand Finance Plc

Richard has 15 years experience in strategic brand marketing with blue chip companies, eight in the FMCG sector and seven in the alcoholic beverages sector. Working with Brand Finance, Richard has managed a number of value based marketing projects. Some clients include Courvoisier, Royal & Sun Alliance in New Zealand and Axa. Richard is responsible for integrating sophisticated market forecasting and market research techniques into Brand Finance's advanced valuation models. He is also responsible for the development of marketing planning and brand scorecards.

Previously Richard joined the management development scheme at Reckitt and Colman. After a thorough commercial grounding he moved into consumer marketing and progressed to a senior strategic marketing role for the food division working on well known household names such as Colmans and Robinson's soft drinks.

Speaker Profiles



Ian Ewart, Head of Products, Services and Marketing, Coutts

Ian is head of Products, Services and Marketing at Coutts. He joined in March 2011 and leads the Marketing and Communications function and spearheads all aspects of sales and the client experience; he has overall responsibility for Products & Services.

He is a member of the Executive Committee of Coutts and also a member of the RBS Group Communications Board.

Prior to joining Coutts, Ian held the position of Head of International Marketing at Bank of America Merrill Lynch. His career has been in strategy and marketing in international private banking and asset management. He has held a number of senior marketing positions, notably at Barclays, HSBC and Paribas.



Chris Clark, Group Head of Marketing, HSBC

In February 2001, Chris Clark joined HSBC Holdings plc as Head of E-Marketing, with responsibility for the development of global e-marketing programmes and personal internet banking, in addition to this he was assigned a role in Group Marketing looking at a future brand strategy for the bank. In Oct 2002 he formally moved into Group Marketing as Head of Market Planning and Brand Strategy. He was one of the team responsible for the original work that found 'the world's local bank' positioning. In November 2006 he was appointed as Head of Marketing HSBC Group. In March 2009 he was appointed as Group Head of Customer Experience and in December 2010 he assumed the role as Group Head of Marketing and Customer Experience.

The bulk of his career prior to HSBC was in the advertising business in the UK and USA, having spent 10 years at Saatchi and Saatchi in the 80's and 90's with a focus on marketing and brand strategy.



Joel Biswas, Director of Brand Strategy, Uffindell

Joel Biswas is the Director of Brand Strategy at Uffindell and leads consulting projects for the Uffindell branding practice. His experience spans FMCG, corporate and public sector clients, having worked with clients such as RBS, Natwest, Barclays, HTC, Nokia and the Foreign Office.

He began his career as a bank analyst with American Express before completing his MBA and working in a strategic capacity in a variety of agency settings.



Peter Farnell-Watson, Director, VI360

Peter has 30 years experience of global branding and design working on projects and brand identity implementation projects with clients such as GE, Shell, UBS, Delta Airlines, Reuters. Some of his recent projects include development of naming architecture policy and brand standards for corporate legal naming, co-branding and VI management strategy.

Before working at VI360, Peter was Managing Director for NykampNyboer in the London Office, European MD Landor Associates, Communications Director Jardine Matheson Hong Kong, Communications Manager Rennies South Africa.

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About Brand Finance



Brand Finance is the world's leading brand valuation consultancy. We advise strongly branded organisations on how to maximise their value through the effective management of their brands and intangible assets. Headquartered in London, Brand Finance is represented in over 15 countries worldwide.

The *BrandFinance*[®] *Banking 500*, now in its sixth year, directly compares the values of the world's leading banking brands. It is the only direct comparison of brand value within the banking industry.

The study provides an opinion on the point-in-time value of the world's leading banking brands. Each brand has been accorded a brand rating: a benchmarking study of the strength, risk and future potential of a brand relative to its competitor set, as well as a brand value: a summary measure of the financial strength of the brand.

Brand Finance uses the royalty relief methodology, which is a discounted cash flow (DCF) technique to discount estimated future royalties, at an appropriate discount rate, to arrive at a net present value (NPV) of the trademark and associated intellectual property: the brand value. The royalty relief approach is used for three reasons: it is favoured by tax authorities and the courts because it calculates brand values by reference to documented third-party transactions; it can be done based on publicly available financial information and it is compliant to the requirement under the International Valuation Standards Committee (IVSC) to determine Fair Market Value of brands.



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Brand Finance is delighted to have teamed up with *The Banker*, the monthly international financial affairs magazine, for the sixth year running to publish the results.

Brand Finance plc

Tel: +44 (0)207 389 9400 3rd Floor, Finland House
Fax: +44 (0)207 389 9401 56 Haymarket
Email: events@brandfinance.com London SW1Y 4RN
Web: www.brandfinance.com Nearest tube station: Piccadilly Circus

Event management

Nurmala Martin Stephanie Swan
Tel: +44 (0)207 389 9400 Tel: +44 (0)207 389 9400
Email: n.martin@brandfinance.com Email: s.swan@brandfinance.com



About Brand Finance Forums

Brand Finance is committed to the development of theoretical and practical issues surrounding brands. As part of this process, we organise a series of events and forums around the world where leading practitioners in the area of brand strategy, brand building and brand valuation come together to share their experiences and to better understand the process by which valuable brands are created.

The Brand Finance Forum has progressively become one of the definitive events in the area of brand valuation and should not be missed by anyone who is serious about maximising the value of their brands and intangible assets.

To find out more visit www.brandfinanceforum.com

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Brandirectory is an online encyclopedia of brands where financial results, visual identities, trademark histories and the latest marketing news will be compiled and shared. It is an invaluable resource for brand managers, offering detailed brand profiles and comparative analysis across all major commercial sectors.

To find out more visit www.brandirectory.com



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