

ABK CREATIVE STRATEGY

BRAND NARRATIVE, STORYTELLING AND TOPLINE BRAND CAMPAIGN METHODOLOGY

10.2022

1. THE FOUNDATION



THE ABK BRAND PYRAMID

BRAND POSITIONING

Simpler Banking

BRAND PROMISE

Deliver future expectations today.

BRAND PERSONALITY

Thinks and acts fast, charismatic, great team player. Forthright and daring, resolute and adaptable. Born winner, never plays dirty.
Alluring and pioneering, charming and honest, calm and captivating.

BRAND MISSION

To consistently provide experiences that simplify and enrich people's lives

BRAND VISION

Reimagining a Simpler Bank

BRAND VALUES

Transparency, Simplicity, Integrity, Excellence

WHAT KIND OF BRAND?

HONEST. HUMAN-CENTRIC. ADAPTABLE.
RESOURCEFUL. DARING. DIRECT.

WHAT KIND OF BRAND?

STILL, THERE IS ONE THEME THAT KEEPS REPEATING ITSELF THROUGHOUT THE CORE BRAND ELEMENTS.

A hand with dark nail polish holds a white balloon against a textured, light-colored wall. The balloon is tied with a white ribbon that loops down. The word "SIMPLICITY" is overlaid in a light, sans-serif font across the center of the image.

SIMPLICITY

A hand with black nail polish holds a white balloon against a textured, light-colored wall. The balloon is partially inflated and has a white ribbon tied around its neck. The hand is positioned at the bottom center of the frame, with the fingers gripping the ribbon. The background is a plain, textured wall with a subtle pattern.

WHAT IS
SIMPLICITY?



2. LET'S TALK ABOUT SIMPLICITY



WHICH EXPRESSIONS
OF SIMPLICITY ARE
RELEVANT TO ABK?

AESTHETICAL

WHICH EXPRESSIONS
OF SIMPLICITY ARE
RELEVANT TO ABK?

AESTHETICAL

INTERNAL

WHICH EXPRESSIONS
OF SIMPLICITY ARE
RELEVANT TO ABK?

AESTHETICAL

INTERNAL

EXTERNAL

AESTHETICAL

- BRAND ID
- BRAND PARAPHERNALIA
- BRAND COMMUNICATION
- TACTICAL COMMUNICATION
- CORPORATE COMMUNICATION
- CSR COMMUNICATION

UNCLUTTERED. CLEAN. MINIMALIST.
NO DISTRACTIONS.
MESSAGE STANDS OUT. CONTENT IS CLEAR.





JUST WALK.

**+ WUNDERMAN
THOMPSON**

THESE ICONS ARE ALL PROPERTY AND REGISTERED TRADEMARKS OF THEIR RESPECTIVE OWNERS.
MAKE SURE TO CHECK EACH BRAND'S GUIDELINES FOR USING
THEIR TRADEMARKS IN YOUR DESIGN WORK.

I'm your father.





1976



1977



1998



2001



2007



2017

INTERNAL

- CORPORATE CULTURE
- INTERNAL PROCESSES

EXTERNAL

- EXTERNAL PROCESSES
- CUSTOMER SERVICE
- BANKING TRANSACTIONS



SIMPLICITY IS A
STATE OF MIND



SIMPLICITY IS A
P E R V A S I V E
STATE OF MIND

THE \$1M QUESTION

WHY IS SIMPLICITY SO RELEVANT TODAY?

SIMPLICITY
SO RARE

OUR LIVES ARE COMPLEX

SIMPLICITY
SO UNATTAINABLE

AND GETTING MORE COMPLICATED BY THE DAY

SIMPLICITY

SO HARD TO REACH

WORK. FAMILY. RELATIONSHIPS. OBLIGATIONS.
GOALS. INCREASING DEMANDS. FOMO.
UNCEASING INNOVATIONS.

THE WORLD AROUND US.



pressure mounting

SIMPLICITY
SO NEEDED

WE ARE CONSTANTLY TRYING TO BREAK THROUGH
THE CLUTTER

SIMPLICITY
SO LONGED FOR

MULTITASK. COMPARTMENTALIZE. FIND SOLUTIONS.



Stress

SIMPLICITY
SO CRAVED AFTER

SIMPLIFY



“SIMPLICITY IS SANITY”

SIR RICHARD BRANSON



INCOMPATIBLE TERMS?
SIMPLICITY AND BANKING

THEY SAY

MONEY IS THE ROOT OF ALL EVIL

THEY DON'T SAY

MONEY IS THE ROOT OF ALL EVIL
BUT TRY LIVING WITHOUT IT

ARGUABLY

MONEY IS THE GLUE THAT HOLDS OUR LIVES TOGETHER.
THE MOTOR FORCE THAT SPRINGS US FORWARD.

IT IS SAFETY, SECURITY, MIRACLE-WORKER AND
WISH-FULFILLER.

NOTABLY

IT IS ALSO A MAIN SOURCE OF STRESS

BANK, MY BANK

BANKS ARE THE MOST IMPORTANT INSTITUTIONS IN
MODERN SOCIETY*

BANK, MY BANK

WE LOOK AT BANKS TO HELP US MANAGE OUR MONEY.
PROTECT IT. AUGMENT IT.
SAFEGUARD OUR FUTURE AND THAT OF OUR LOVED
ONES.

BANK, MY BANK

IN AN IDEAL WORLD

WE'D LOOK AT BANKS AS PARTNERS

BANK, MY BANK

IN AN IDEAL WORLD

WE'D LOOK AT BANKS AS PARTNERS THAT CARE

BANK, MY BANK

IN AN IDEAL WORLD

WE'D LOOK AT BANKS AS PROBLEM SOLVERS

IN THIS WORLD

WHAT DO WE GET?

61% OF BANK CUSTOMERS IN THE MIDDLE EAST (INCL. GCC, LEVANTE & NORTH AFRICA) CLAIM THAT BANKS “COMPLICATE PROBLEMS, INSTEAD OF SOLVING THEM”

WUNDERMAN THOMPSON INTELLIGENCE, DECEMBER 2021 REPORT

WHAT DO WE WANT?

84% OF BANK CUSTOMERS GLOBALLY CLAIM THAT THEY WANT THEIR BANK TO “UNDERSTAND THEIR NEEDS” AND “HELP THEM SOLVE THEIR PROBLEMS”

WUNDERMAN THOMPSON INTELLIGENCE, JUNE 2022 REPORT



WHAT DO WE NEED?

A BANK THAT SIMPLIFIES OUR LIVES

ABK CAN DO IT

WITH A BRAND BUILT ON SIMPLICITY AND WITH PRODUCTS (i.e. ALFOUZ) AIMING AT MAKING THE CUSTOMERS' LIVES SIMPLER, EASIER & MORE STRESS-FREE, ABK CAN BECOME THE LEADING BANK IN KUWAIT, A NECESSITY FOR THOSE WHO VALUE "BANKING WITH A HUMAN FACE".

STRATEGIC EXPRESSION

ABK. SIMPLER LIVES.

ABK is the one bank that lives and breathes simplicity in all its forms and expressions. Simple processes, simple products, simple services, simple relationships, simple banking.

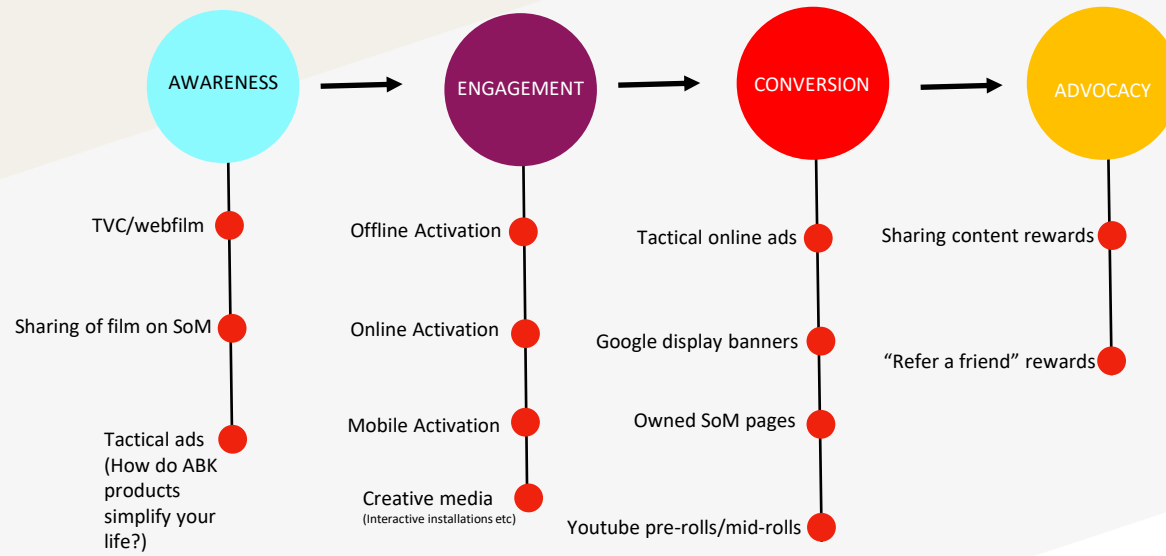
More importantly, it tries hard –and succeeds- to achieve the pinnacle of modern life: simplify the lives of its customers, as far as all banking matters are concerned. How does it succeed in that? By walking a mile in its customers' shoes. By understanding what their issues are and by mitigating complexity in their banking transactions, replacing it with unadulterated simplicity, straightforwardness and transparency.

ABK is more than a bank. It is an example to emulate in our society. It is where simplicity comes to life.

4. CAMPAIGN FLOW & METHODOLOGY



WORKFLOW



Surprised, interested



Hooked



On board



Spreading the word

EXPECTED CONSUMER REACTION

the bank that we want

BRAND

**A BRAND WITH A PHILOSOPHY OF LIFE
AND A SOCIAL PURPOSE**

A HUMANE PHILOSOPHY OF LIFE REFLECTED ON
INNOVATIVE, SIMPLE PRODUCTS AND SERVICES THAT
PROMOTE TRANSPARENCY, SOLVE PROBLEMS AND
SIMPLIFY OUR CUSTOMERS' LIVES

the bank that we want

BRAND

COMMUNICATION

**A BRAND WITH A PHILOSOPHY OF LIFE
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PROMOTE TRANSPARENCY, SOLVE PROBLEMS AND
SIMPLIFY OUR CUSTOMERS' LIVES

EMPOWER PEOPLE/INSTIGATE ACTION

WITH ABK ON OUR SIDE
WE CAN LIVE SIMPLER LIVES. EVERYTHING BANKING-
RELATED IS STRESS-FREE, STRAIGHTFORWARD AND
CRYSTAL CLEAR. ABK HELPS US FACE ALL BANKING
CHALLENGES HEAD-ON.

the bank that we want

BRAND

A BRAND WITH A PHILOSOPHY OF LIFE AND A SOCIAL PURPOSE

A HUMANE PHILOSOPHY OF LIFE REFLECTED ON INNOVATIVE, SIMPLE PRODUCTS AND SERVICES THAT PROMOTE TRANSPARENCY, SOLVE PROBLEMS AND SIMPLIFY OUR CUSTOMERS' LIVES

COMMUNICATION

EMPOWER PEOPLE/INSTIGATE ACTION

WITH ABK ON OUR SIDE WE CAN LIVE SIMPLER LIVES. EVERYTHING BANKING-RELATED IS STRESS-FREE, STRAIGHTFORWARD AND CRYSTAL CLEAR. ABK HELPS US FACE ALL BANKING CHALLENGES HEAD-ON.

TOUCHPOINTS & CHANNELS

FUEL MEANINGFUL CONVERSATIONS

WE START & SUSTAIN POSITIVE ONLINE/OFFLINE CONVERSATIONS ABOUT ABK'S "SIMPLER LIVES" NARRATIVE . WE SPREAD OUR MESSAGING ABOUT HOW WE HELP OUR CUSTOMERS CHANGE THEIR LIVES FOR THE BETTER. MEANWHILE, WE PLANT OUR FLAG ON ALL YOUTH-RELEVANT DIGITAL PLATFORMS. AND WE INCREASE OUR TRACTION IN THE YOUNGER SEGMENTS.

HOW OUR PLATFORM
RALLIES & MOBILIZES
OUR EXISTING AND
POTENTIAL AUDIENCES

SIMPLER LIVES

AUDIENCES

KUWAITIS

EXPATS

DURING THE CAMPAIGN

POSITIVELY SURPRISED

POSITIVE TURN IN THEIR INTEREST IN
ABK

- WILLING TO GIVE ABK A CHANCE, THEY
DOWNLOAD THE ABK APP & VISIT OUR
WEBSITE
- EAGERLY WAITING FOR THE
COMMUNICATION SEQUELS/PLEASANTLY
SURPRISED BY A BANK THEY DID NOT
RATE PREVIOUSLY
- PACTIVE ARTICIPATION IN ACTIVATIONS
- ACTIVE PARTICIPATION IN
OFFLINE/ONLINE CONVERSATIONS
ABOUT ABK

INTERESTED/ATTRACTED-

INCREASE IN THEIR INTEREST IN ABK AS A
BRAND

- OFFLINE WOM: THEY SPEAK POSITIVELY
ABOUT ABK IN THEIR LOCAL
COMMUNITIES
- ONLINE DIALOGUE: THEY ACTIVELY
PARTICIPATE IN THE CAMPAIGN & START
SPEAKING POSITIVELY ABOUT ABK IN
THEIR SoM

AFTER THE CAMPAIGN

ON BOARD

- THEY ARE STARTING TO EMBRACE ABK -
AN UNEXPECTEDLY EXCITING –AND
RELEVANT/EMPATHETIC BANK THAT HAS
ITS FINGER ON THE PULSE OF THE
KUWAITI SOCIETY.
- POSITIVE WOM & ONLINE BUZZ

FASCINATED-

- THEY DISSEMINATE MESSAGES ABOUT
ABK ONLINE AND OFFLINE
- THEY TRY TO CONVINCE OTHERS TO JOIN
THE ABK CROWD

THE END.
FOR NOW.

ICE CREAM
SOLVES
everything