



The world's local bank

16 February 2004

## HSBC'S AUSTRALIAN TELEVISION BLITZ

HSBC, the world's local bank, launched a major Australian television campaign during Channel 9's Backyard Blitz program last night (Sunday, 15 February).

In two 30 second commercials, the HSBC Hexagon and red triangles are used as graphic devices to highlight the features of HSBC's Home Smart home loan.

The campaign runs during Backyard Blitz over the next thirteen weeks in Sydney and Melbourne and was included in last night's live Backyard Blitz 'Doin' it for the Kids' charity telethon. HSBC Waratahs fullback, Mat Rogers, presented a \$30,000 donation on behalf of HSBC to Father Chris Riley's Youth Off The Streets charity.

"In 2004, we are launching our most aggressive marketing campaign ever. Backyard Blitz is a fantastic television program with which to associate HSBC and our award winning home loans.

"Backyard Blitz talks to a wide audience, allowing us to introduce the HSBC brand and our home loans to a broader market who may not otherwise be familiar with HSBC," said Kevin Martin, Head of Personal Financial Services at HSBC.

With a network audience of 1.8 million, Backyard Blitz is consistently ranked the second most watched program each week.

HSBC's award winning Home Smart home loan offers a 5.7 per cent per annum introductory variable rate for the first 12 months<sup>2</sup>. (Comparison rate is 7.01 per cent per annum<sup>3</sup>.)

## **HSBC's Australian television blitz/2**

Created by Lowe Hunt, HSBC's global marketing communications agency, the campaign will be supported by integrated print, online and direct marketing programs.

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### **Notes to editors**

1. HSBC in Australia  
In Australia, the HSBC Group offers an extensive range of financial services through a network of 35 branches and offices. These services include personal and commercial financial services, trade finance, non-advisory stockbroking, treasury and financial markets, funds management, investment advisory and securities custody.
2. Establishment fee on a Home Smart Home Loan is valued at \$500. The establishment fee will be waived on Home Smart Home Loans for applicants who have their loan approved during the promotional period 23/01/04 – 31/03/04. Valuation fee applies and is payable up-front on application. Available on owner-occupied Home Smart Home Loans only. Variable rate current as at 23/01/04 and subject to change. Rate reverts to a standard Home Smart Home Loan variable rate after 12 months.
3. Credit provider is HSBC Bank Australia Limited ABN 48 006 434 162. Comparison rate calculations for a Home Smart Home Loan are based on designated amount of \$150,000 and a term of 25 years. Our comparison rate schedules are available at our branches and on our website – [www.hsbc.com.au](http://www.hsbc.com.au).  
WARNING: This comparison rate applies only to the example of examples given. Different amounts and terms will result in different comparison rates. Costs such as redraw fees or early repayment fees, and cost savings such as fee waivers, are not included in the comparison rate but may influence the cost of the loan.