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HSBC'S LARGEST AUSTRALIAN ADVERTISING CAMPAIGN

HSBC launches its largest Australian advertising campaign this week. The \$5million, ten week campaign is the first phase in an ongoing focus to build the global HSBC brand among Australian consumers.

The campaign is the result of nearly a year's worth of both global and local customer and creative research and links in with a global brand campaign to be rolled out across 77 HSBC markets around the world.

The activity aims to increase the strength of the HSBC brand in Australia and with HSBC research showing local spontaneous awareness at 15 per cent in Australia, there is a significant opportunity.

"While HSBC is a global leader in retail and commercial banking, Australian consumers are not aware of the range of market-leading products and services we offer," said Darren Friedlander, HSBC's head of marketing in Australia.

"We aim to improve Australians' understanding about who HSBC is and what it stands for."

"In a world where homogeneity and standardisation dominate, HSBC is building a business in the belief that different people from different cultures and different walks of life create value," he said.

With over 110 million customers in 77 countries and territories around the world, no bank is better positioned to understand differences and while that promise has always been a central tenet of HSBC's marketing, the new brand campaign sees HSBC showing it in a new way.

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HSBC's research showed that above all, consumers want to be listened to, they want to be respected for their individuality and they fear that they will lose their identity through globalisation.

“When faced with the challenge of telling people who we are and what we stand for, this led us to a logical conclusion: seeking a relationship based on not just mutual respect but on dialogue, a conversation, an exchange based on points of view,” said Friedlander.

The bank's new print advertisements are accordingly thought provoking. Creative shows alternate images with attached 'labels', showing how different people can have different points of view on the same issue.

HSBC's TV advertising takes it one step further, dramatising a series of topics and asking the viewer to come to their own point of view. Topics range from light-hearted to socially aware and provocative, demanding people to evaluate their own points of view.

HSBC is inviting consumers to register their own point of view at www.yourpointofview.com.au. The site provides consumers not just with a forum for their opinions but also allows them to look at the global response to HSBC's questions on global issues and topics.

“HSBC has moved from talking about our knowledge and understanding of the world to asking our customers what they think. This has moved the brand from being seen as global, powerful, clever and product-oriented to personal, flexible, open to dialogue, humane and service-oriented,” said Friedlander.

“HSBC has evolved our definition of diversity from being solely about cultural and national diversity to individual diversity.”

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This campaign is the first new global brand campaign from HSBC since the Group appointed WPP in May 2004. Creative was developed by JWT with a raft of executions written by JWT agencies around the world.

“WPP pioneered the global team model and its strengths are being clearly demonstrated in this exciting new campaign for HSBC. It has been a collaborative effort from the start, made more relevant and all the richer by insights contributed from every corner of the network,” said Sophie Clark, team leader at WPP Australia.

Media planning and buying was by MindShare and local agency OneDigital for online.

The campaign will run across TV, print, outdoor, ambient, online and in HSBC branches.

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Notes to editors

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, financial planning and securities custody.

Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited, HSBC Precious Metals (Australia) Limited and HSBC Bank plc. HSBC is marketed worldwide as ‘the world’s local bank’.

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