



**Brief set by**  
HSBC

**In collaboration with**  
Saatchi & Saatchi

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## Illustrate HSBC's brand promise 'Together we thrive'

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### Related Disciplines

Illustration  
Animation

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### Deadline

24 March 2020, 5pm GMT

### The back story

HSBC is one of the largest banking and financial service organisations in the world and have been helping people, businesses and communities thrive for over 150 years.

As one of the world's most recognised banks, it is key that they consistently prove to both their current and potential customers that they are invested in them and their future.

Their global brand promise is 'Together we thrive' and it is your job to show this promise to the world.

### What's the challenge?

Traditional HSBC campaigns have relied heavily on bold, photographic assets (see their [airports campaign](#)). But with the expansion of media platforms, this type of imagery often gets lost in the noise, so they would like to incorporate illustration and animation into their identity.

Your job? Bring to life HSBC's brand promise 'Together we thrive' through an illustration or animation led **airport activation**.

Open, dependable and connected are HSBC Brand Values which form the foundation of their Brand Promise.

Your response should focus on their Brand Values which feed into HSBC's five underlying pillars of human prosperity that HSBC is actively involved in through its core business and social responsibility activities. These are:

- Sustainability
- Trade and commerce
- Education
- Diversity and inclusion
- Sport

(See *Further Information* for more details on how these pillars have been brought to life)

### Who are we talking to?

HSBC are a global bank, so your idea should have international appeal. Your audience is everyone and anyone setting foot in an airport space, those with an international mindset and a love of travel who are excited about the opportunities the world has to offer.

### Things to think about

#### How to incorporate airport touchpoints

Illustration and animation are at their most powerful when they tell a story. Consider how your idea could work at different points throughout the audience's journey, from check-in all the way through to boarding the plane. There are set requirements depending on if your idea is illustration or animation led outlined in *The important stuff*.

### How to be global

The unique space of an airport means that people from all over the idea will see your idea. How can you ensure it resonates with as wide an audience as possible?

### How to spread the message

Today brands need to deliver on their brand promises, not just talk about them. Your idea should show the way the five pillars are integral to the HSBC brand, not just drivers of prosperity (See *Further Information* for a full breakdown).

### How to make the most of the space

The key locations you need to focus on have huge potential. For example, think about the immersive possibilities of a tunnel, how could you really transform the space? You've got an excitable and captive audience ready to literally be transported to another country. How can you make the most of this on both ends of their journey?

### How to be uniquely HSBC

No matter what your idea, it is important that your audience can see HSBC in your response (see *The important stuff* for more details).

### The important stuff

If your response is illustration led, it **must** include a full takeover of jet bridges (the tunnel you take onto a plane) which HSBC are synonymous with.

If your response is animation led, it **must** include a takeover of an airport walkway (where screens are used next to travelators).

You should also include at least 2 other moments in the airport user's journey where your idea would be used.

Your work must incorporate the HSBC primary colour palette (Red, Black, White & 2 Greys (Slate & Pewter)), Masterbrand logo, Hexagon icon and the line 'Together we thrive'.

**What and How to Submit:** Read *Preparing Your Entries* before you get started for full format guidelines.

#### Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your response.

#### Optional (judges may view this if they wish):

**Interactive** work (websites, apps, etc); **physical** supporting material; if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).



## Further Information

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### **The Five Pillars**

'Open, dependable and connected', HSBC's brand values, feeds into HSBC's five underlying pillars of human prosperity that HSBC is actively involved in through its core business and social responsibility activities. These are listed below, alongside HSBC's activities in this space.

#### **Sustainability**

HSBC Water programme.  
Green investment funds.  
Green bonds.

#### **Trade and commerce**

The day job of HSBC is facilitating global trade. The belt and road initiative. Supporting digital commerce.

#### **Education**

Floating school in the Mekong Delta.  
Princes Trust in the UK.

#### **Diversity and Inclusion**

Sponsorship of Birmingham Pride – HSBC UK head office is in Birmingham.

#### **Sport**

Supporting cycling in the UK and British Cycling to help create a greener fitter nation. Supporting the growth of Badminton, one of the world's most popular sports especially in Asia. Rugby 7s, one of the world's fastest growing sports and the fastest growing sport for women. We also sponsor tennis (Wimbledon) Golf, The Open UK, the women's championships in China.

#### **Font**

You can download HSBC's Font here:

[linotype.com/corporatetype/hsbc](https://linotype.com/corporatetype/hsbc)

**Username:** hsbc

**Password:** canary