Launching a specialist bank

[→ Corporate Communications]

New positioning in a niche market

The key to launching a new specialist bank in a difficult competitive environment lay in successfully conveying its strengths. The management brought in CNC to communicate the defining qualities of the new bank and its service portfolio during its start-up phase.

Definition of storyline and key messages

Linking presence and image

Media presentation

CNC met with the client to define the communications objectives for the start-up phase and to develop a story line and key messages for the initial press conferences. Once the bank's entry into the market had been announced, the company needed to be given a high-quality image. The uniqueness of the bank and the benefits which it offered customers were highlighted in the business and trade media. In the follow-up campaign, CNC packaged the strengths of the bank in a way which permitted less business-focused media to present the USP of the bank in a simple and convincing manner.

Standing out from the crowd

Even during the start-up phase, the bank was able to position itself alongside key players, and exceeded its initial objectives by a considerable margin.