



## AWARD: ALL IN, BETTER TOGETHER, GRAND PRIX

## WINNER: HSBC PREMIER #THISISMYFAMILY

### BACKGROUND AND CONTEXT

HSBC Premier has been one of Hong Kong's most preferred premium banking partner, but competitors were chomping at its heels with their own premium product offerings that were backed with aggressive advertising spends. In addition to the increasingly competitive environment, there were a few more dynamics at play in the market. From the product offerings and communications perspective, many of the banks were deploying campaigns that looked and felt the same, thus making it hard for consumers to tell them apart. From a societal perspective, there were subtle shifts happening in the values, lifestyles, and definitions of what it meant to be a HK family.

Hence with the more aggressive competitive scenario and the sea of advertising sameness, HSBC Premier had to refresh its premium banking image and communication strategy to drive distinctiveness and keep up with the changing wealth needs and expectations of its target audience.



### CREATIVE STRATEGY [\(LINK TO CASE STUDY VIDEO\)](#)

HSBC Premier tapped into the insight of what it means to be a modern family. The singular, more traditional definition of family was fading away and the traditional nuclear family image is seen as conservative and alienating. The roles, composition and sizes of the modern-day family were constantly changing and with this so were consumer's expectations of wealth generation, career progression and family planning.

Being one of the leading banks, HSBC Premier set out to empower its customers by breaking away from tradition and demonstrating progressiveness. They came up with the message of "You define your family, your needs. Whatever your bold moves are, HSBC Premier is here to support you". To bring this message to life, HSBC Premier created 3 thematic long-form videos that showcased atypical, modern definitions of families – the house husband supporting his working wife, the father going back to school along with his daughter and a same gender couple looking to start a business and family.

### CAMPAIGN OBJECTIVES

The campaign had ambitious goals and was looking to have a full funnel impact across Awareness, Consideration and Conversion.

- (1) To **build saliency and awareness** of the products.
- (2) To **build preference for the brand** and to enhance its perceptions of being progressive.

Having done 1 & 2, the expected result was strong business impact by way of increased penetration.

# 這是我的全家福  
# ThisIsMyFamily



## WHAT ROLE DID YOUTUBE PLAY?

To drive a **full funnel impact**, HSBC Premier deployed different YouTube solutions and designed content for these specific formats.

(1) This campaign was bold and brave, and HSBC Premier was championing a worthy cause. In order to broadcast its message to the widest possible audience, it utilized **Masthead** to **deliver the initial boost and capture widespread attention**.

(2) **TrueView** and **Connected TV** were used to **extend reach efficiently** through a suite of data and analytics solutions. Audience profiles/segments such as wealth ambitions, aspirations and family structures were identified which allowed the brand to use micro-targeting and deliver personalized messages and creatives via programmatic and direct channels.

(3) To drive familiarity and consideration, the brand needed to **extend the narrative** beyond the thematic videos. To do this in an effective manner, HSBC Premier deployed the use of **Video Ad Sequencing** where 6 different product videos were used to showcase how the tailored solutions could be best used to meet consumer needs.

Finally, YouTube provided a platform for underrepresented stories like the ones in this campaign to be showcased to a wider audience.



## OVERALL EFFECTIVENESS

### AWARENESS

- **+72%** awareness of HSBC Premier's features

### CONSIDERATION

- **+73%** brand perception uplift
- **71%** sees Premier as "advocating diversity and inclusion"
- **3.9M** completed video views on YouTube

### CONVERSION

- Massive increase in new-to-premier clients

## WHY DID THIS CAMPAIGN WIN?

This campaign won 3 awards including Better Together, All In and the Grand Prix and it did so for the following reasons:

It was a well-planned, full-funnel campaign that exemplified how powerful creatives can be amplified by careful, well thought out selection of media and solutions. Each solution was specifically used to impact different aspects of the brand funnel.

A diversified and well curated content strategy that included long-form thematic videos, shorter edits and product videos that ensured that consumers were taken on a journey that not only drove surprise, intrigue, and pride, but also had substantial functional messaging. The ads were designed to achieve specific objectives and came into play at different stages of the consumer journey.

The use of audience segments brought in the element of effectiveness. In these challenging times where every dollar matters, HSBC Premier was able to balance large scale with efficacy.

The brand demonstrated an effort to be inclusive and progressive in this campaign, which is a courageous move for a leading bank in the financial industry which is known to be more conservative. The storylines were locally relevant and resonated emotionally with the target audience.

**WINNING BRAND:** HSBC Premier

**CONTRIBUTING AGENCIES:** PHD Hong Kong, Wunderman Thompson Hong Kong

