

Ogilvy

Case Study

Barclays market launch



The Eagle has landed.



Barclays Premier Banking
International

 **BARCLAYS**
Barclays is regulated in various overseas jurisdictions
- further information is available upon request

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Brand re-engagement with the Maltese consumer after a period of 25 years absence. This 360 Degree advertising campaign played on the strengths of the British Empire to build brand attributes of strength, reliability, trust and loyalty to encourage suitable response rates.

The Issue

The Malta financial services market is a segmented market, carefully classified into categories depending on the licence a company holds from the industry regulator, the Malta Financial Services Authority (MFSA). The investment services segment consists of local banks and locally represented, international, financial service organizations like *UBS, Lloyds, Aberdeen and Scottish Widows*. Despite a market absence from the Malta for over 25 years, Barclays Bank sought to re-establish its share of the market.

The Insight

In pre-campaign market research, Ogilvy had identified that about 50% of the local population had

strong family and sporting connections with the UK including the support of many British football teams. The agency had recommended that this emotional attachment should be galvanized to produce commercial results. So Ogilvy's recommendation to successfully 'connect' with the investor through the main driver of the category: trust. That trust was to be manifested in the British traditions, positioning the brand with a British cultural heritage to differentiate it from its investment competitors, both visually and in terms of reference. A key element in the communications strategy sought to use the trust factor to make the brand aspirational, originating from an honest banking professional that makes no false promises.

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The Creative Idea

The creative work was developed using imagery of British life that was linked to the investment promise and the offer. Throughout, the agency used imagery that conveyed British icons of power: Buckingham Palace and the Trooping The Colour, for example. Ogilvy then researched the local British heritage and featured this as part of the advertising platform.

The 360 Degree Campaign

The launch of Barclays Bank Malta was held on a Thursday. By Sunday evening all of Malta and Gozo knew that the bank had returned. Media included full-page colour advertisements in every tabloid national newspaper. The Phoenicia Hotel, an historic 5-star hotel with British connections, was hired for the day. In the morning, Ogilvy invited all KBIs for a market conference. Over 100 lawyers, accountants and other service professionals attended. At midday Ogilvy held a news conference with the Barclays senior management as speakers. All KBIs and journalists were then invited to lunch. In the evening, Ogilvy organized a gala event attended by hundreds of well-heeled Maltese, together with the country’s President, Prime Minister and Minister of

Finance. (These guests were eventually to become clients of the new Barclays investment operation.) A huge fireworks display on the bastions served as the finale culminating in the destruction of an eagle shaped to resemble the Barclays logo that exploded in spectacular fashion.

The Results

In the first 18 months after campaign roll-out, revenues of €93,660,000 (Lm42 million) were achieved, primarily on the Sterling Bond Fund with a yield of 8.5%. The resulting campaign focused on hundreds of front-page solus advertisements signaling a clear rate-of-return for investors mostly in the Sterling Bond Fund. Key to the success of this campaign was highlighting the right product with a good rate-of-return, a technique that Ogilvy developed for this market. The agency also developed a number of different direct mail packs compiled from databases. Thousands were mailed out, week after week to individual investors. Direct marketing on this scale had ever seen before, it ensured that those individual investors were kept directly in touch with this prestigious brand.



Barclays parades its new service




Barclays Premier Banking International


Steeped in tradition, Barclays has more than 300 years experience of handling the financial affairs of successful people based around the world. To improve the service offered to Maltese clients, Barclays Premier Banking International has entered into an arrangement with Globe Financial Management Limited who can now promote this professional service on the island.
 Contact one of the Globe account executives now for an explanation of the various services Barclays Premier Banking International has to offer.

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Barclays heralds its new service



Barclays Premier Banking International

Barclays Premier Banking International heralds its range of financial services aimed to help clients maximise their assets, protect investments and achieve the best returns.
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