



BANCO CAIXA GERAL "FROM SMALL TO SCALE"

Caixa Geral de Depósitos, one of the top four financial services players in the Iberian Market created Banco Simeón to help drive and deliver the integration of three small Spanish bank acquisitions - Banco Simeón, Banco de Extremadura and Banco Luso-Español.

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However, the new integrated bank's brand suffered from being regarded as a small player with little financial clout behind it. New customer acquisition proved difficult to achieve and this, together with the relatively high propensity of Spanish consumers to change banks, heavily impacted financial performance.

With the purpose of improving its sense of stature and to grow market share in Spain, Caixa Geral de Depósitos decided to implement a robust turnaround plan. The core tenants of this plan were to position the bank as both solid and modern by reinforcing its link to Caixa Geral de Depósitos, attempting to attract higher income client segments and to better integrate operations between Portugal and Spain.

MYBRAND'S team worked with the client to agree a new brand name that was free from prior negative associations and at the same time, would help make a stronger connection with its parent.

Through depth market research, internal and client interviews and several naming sessions, a clear set of options was developed.

The approved name was Banco Caixa Geral.

Once this was accomplished we then worked with the client's team to reinforce the link with the parent company through subtle use of the parent brand's colour palette and typography, yet also to ensure the brand's visual style was contemporary and more relevant to the higher affluence customer segments it wished to attract.

We also created a set of brand guidelines, based on a single and clear set of brand values, to ensure consistency of the new brand's implementation.

Banco Caixa Geral was launched in Madrid in June 2006.