#### A new British highstreet Bank, Virgin Money: Jess Burley CEO m/SIX



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## The backdrop of the Banking crisis









# The Banking Sector needed a new way forward... Enter Virgin Money

- Good for taxpayers
- Good for jobs
- Good for financial stability
- Good for NR customers
- Good for competition
- Good for NE England
- Good for the NR foundation



Sir Richard Branson, Founder of the Virgin Group said: "Banking in the UK needs some fresh ideas and an injection of new competition." 17th Nov 2011







#### Virgin Money's manifesto to make banking better



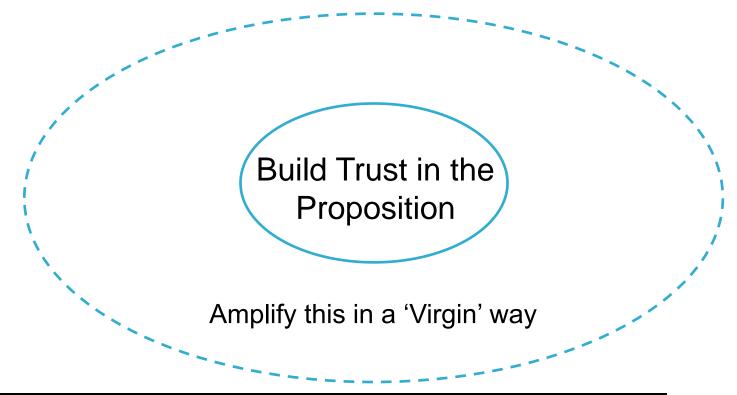
- Caring about you and your money.
- 2. Putting customer service ahead of cost cutting.
- 3. Creating straightforward, no-nonsense products.
- 4. Making a fair profit. Not an excessive one.
- 5. Use our expertise with money to do some good in the world.







### Building 'trust' was mandatory and realising that in a Virgin way





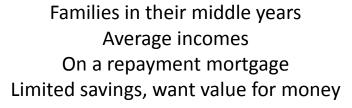




### Audience and targeting – VM and NR









Late 50s / early 60s Good savings Homeowners



2012 Audience









# To land 'trust' successfully, messaging had to resonate across 3 key layers of the proposition

Group-Level

Group-level trust, leveraging the Virgin brand

**Brand-Level** 

A Brand-level statement of intent

**Product-Level** 

Rate-focused support for key products

"A Brand I Like"

40 Years of Better

"An Experience I Want"

**Banking Manifesto** 

"A Product I Need"

In-Market Product Support







## Each of these 'layers' was then allocated media channels that best suited it's role, before being executed in a 'Virgin' way

"A Brand I Like" 40 Years of Better

"An Experience I Want" **Banking Manifesto** 

"A Product I Need" In-Market Product Support









TV

**HPTOs** 

Mobile and Tablet

Cinema







Large Posters





**DR Press** 

Search & Aggregators







# The first 3D 270° projection hosted by Sir Richard









### The whole campaign...









### Thank you



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