

# press release

## Standard Chartered launches bold new brand campaign

*How can banks play a role in tackling barriers to global commerce and prosperity?*

**Accra, 1<sup>st</sup> May 2018** – Standard Chartered is launching a global campaign that takes its ‘Here for good’ brand promise and poses a new tougher challenge: ‘Good enough will never change the world’.

Launched in 2010, ‘Here for good’ showed how a bank could be a force for good by promoting economic activity that has a positive social impact. The new campaign retains the original brand promise but sharpens our focus on how banks can help tackle some of the problems that stand in the way of global prosperity and commerce.

Behind the ‘Good enough will never change the world’ campaign is an eighteen-month deep-dive into the values underpinning Standard Chartered and ‘Here for good’. The project included hundreds of client interviews and collected inputs and values of our 85,000 staff.

The campaign showcases a series of inspirational short films featuring people who accomplished extraordinary things because they wouldn’t settle for ‘good enough’. Directed by award-winning film-maker Asif Kapadia, the launch video stars Jamaican sprinter and Olympic champion Usain Bolt.

“I always say ‘never think limits’ and ‘anything is possible’. It is not enough to dream big – you need to push through barriers to realise your dreams,” said Usain Bolt. “When you have an end goal in mind and you’re passionate about it, you can find the will and the strength to break through boundaries and achieve that goal.”

Follow-up videos will tell stories of how companies and clients overcame obstacles to deliver stronger performance or make a difference in emerging markets across Africa, Asia and the Middle East.

“What is really exciting about the next chapter in ‘Here for good’ is that it’s deeply rooted in the Bank’s clients, employees and history” said Emma Sheller, Global Head, Brand and Marketing. “It’s also about

being in tune with what's happening in the world. We set the bar high with 'Here for good'. Now we are setting it higher with 'Good enough will never change the world'."

The campaign kicks off in phases across the Bank's footprint.

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For more information or interview opportunities, please contact:

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### **Standard Chartered Bank Ghana Limited**

Standard Chartered Bank Ghana Limited is Ghana's premier bank established in 1896 with over 1000 employees. Our purpose is to drive commerce and prosperity through our unique diversity. Our heritage and values are expressed in our brand promise, Here for good.

The Bank is listed on the Ghana Stock Exchange and has been one of the leading stocks over a sustained period of time.

We are part of the Standard Chartered Group with a unique footprint across Africa, Asia and the Middle East and more than a 150-year history in some of the world's most dynamic markets.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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