

# press release

FOR IMMEDIATE RELEASE

## **Wanted – World’s Coolest Intern**

Standard Chartered uses social medium as an innovative way to attract

**8 October 2010, Singapore** - Standard Chartered upped its ante in its hiring strategy by leveraging on new social media in its latest “World’s Coolest Intern” competition. This is an innovative recruitment drive for talent in Asia to help promote greater awareness of Bank’s latest online and mobile innovation, *Breeze*, in the social media space, like Breeze Blog and Twitter.

The winner of this competition will work with the Group Remote Banking team, based in Singapore for six months to develop and implement a social media communication strategy for Breeze<sup>1</sup> for six months. The winner can look forward to an attractive prize package which includes a SGD 30,000 six-month employment contract with Standard Chartered, and more importantly, valuable learning experience with some leading social media experts including Google, Christophe Langlois from Visible Banking and prominent blogger, Goodstuph’s Pat Law. Google is supporting Standard Chartered with technical knowledge and training in Search and Display advertising. This internship will offer the winner the opportunity to gain deeper knowledge and insights and develop core digital communicator skills.

In order to support Standard Chartered’s growth ambitions, building leadership and developing a constant pipeline of talent is a key priority at Standard Chartered. The

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<sup>1</sup> More about Breeze under “Notes to Editor” in page 4.

“World’s Coolest Intern” campaign reinforces how the Bank has adapted its marketing and recruitment strategies to attract Generation-Y, moving in tandem with the changing landscape of the media environment and the proliferation of technology and social media.

Aman Narain, Group Head of Remote Banking, Standard Chartered Bank, said,

“This is the real deal. We are looking for a highly engaged, creative and social media-savvy individual who can help propel our online customer engagement to a whole new level. By working directly with the Group Remote Banking team, it opens a window of opportunities for the individual to understand how the Bank adopts innovation, turns the complexities of technology to develop product and service initiatives that simplify the way banking is conducted – like *Breeze*. At the same time, we look forward to incorporating the individual’s creative and fresh perspectives as they challenge the status quo in mobile and online banking product development.”

### **How to apply to be the “World’s Coolest Intern”**

The recruitment process for the World’s Coolest Intern will be conducted entirely online. To apply, interested applicants will need to follow @StanChartBreeze on Twitter, create a blog post, video or podcast explaining what makes them best qualified to become the “World’s Coolest Intern” and then send the team the URL of their post via Direct Message on Twitter. Standard Chartered will then review the submissions and use a combination of conversation analysis and online interviews to select the successful candidate.

The top 20 contestants will be shortlisted to proceed to the second stage based on their digital footprint by JamiQ. Following which, the top 10 contestants will be shortlisted by Standard Chartered Bank after a qualitative analysis of the online content published by the top 20 candidates, which includes their blogs, and Twitter page to determine the ability to communicate and engage with the digital communities. These 10 finalists will be interviewed via Standard Chartered HireVue’s Video Job Interviewing Platform and the “World’s Coolest Intern” will then be selected.

The competition is open to recent graduates or undergraduates in their final year across Asia and closes on 15 October 2010.

More information on the “World’s Coolest Intern” is available at [www.worldscoolestintern.com](http://www.worldscoolestintern.com), including the job description and the skills requirement of the successful candidate.

- Ends -

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**Note to Editors:**

**About Breeze**

Launched in May 2010, Breeze is an iPhone application for customers that allows customers to make on-the-go. It is designed to simplify the way banking is conducted, through an intuitive and fresh interface. It is developed based on extensive consumer research and uniquely designed to take the mobile and online banking industry by storm.

Some of Breeze features include an ATM locator and Singapore’s first Pay-Any-Card function where customers can pay any Visa/MasterCard credit card bills online. In addition, through Breeze, Standard Chartered is also the first iPhone bank cheque provider in Singapore and in Asia. This means, customers can issue a bank cheque on their iPhones at no cost.

**About Standard Chartered, Singapore**

**About Standard Chartered in Singapore** is part of an international banking group with an extensive network of over 1,700 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank’s heritage and values are expressed in its brand promise, ‘Here for good’.

Standard Chartered has a history of 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 6,000 people in Singapore and has a network of 17 branches, 27 ATMs, and 6 Priority Banking centres. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.

### **Key awards/achievements**

- Leading the way through product innovation, for example, MortgageOne, e\$aver, CashOne, Business Instalment Loan, Business\$aver, FamilyLink, LinkOne & Visa Infinite
- First Singapore \$100 million Fixed Rate Note bond offering by The Central American Bank for Economic Integration, a Latin American issuer
- Xtra\$aver named "Best Deposit Product in Asia Pacific and Gulf States" (Asian Banker Journal - 2007)
- Best Bank in Singapore (The Asset Triple A Country Awards – 2009)
- Best Debt House in Singapore (The Asset Triple A Awards - 2003, 2005, 2007, 2008, 2009)
- Best Trade Finance Bank in Singapore (Global Finance – 2006, 2007, 2008, 2009)
- Country Deal of the Year, Singapore (Islamic Finance News Awards 2009)
- Singapore Capital Markets Deal of the Year (IFR Asia Review of the Year 2009)
- Retail Bank of the Year (Asian Banking and Finance – 2007, 2008)
- Best branch initiative - Vivo City branch (Asian Banking and Finance – 2007, 2008)
- Best self-service Initiative - Online banking (Asian Banking and Finance – 2008)
- Best core banking system initiative - Virtual banking relationship centre (Asian Banking and Finance – 2008)
- Best Corporate and Employee Citizenship Award (HRM 2008, 2009)
- Leader in HR practices (Singapore HR Awards 2009, 2010)
  - *Learning and Human Capital Development*
  - *Talent Management, Retention and Succession Planning*
  - *Corporate Social Responsibility*
  - *Performance Management (Special Mention)*
  - *Regional/International/Global HR practices (Special Mention)*
- Best Graduate Development Practices and Fair Employment Practices (HRM 2010)
- President's Social Service Award 2008
- National Volunteerism and Philanthropy Centre Corporate Citizen Award for Volunteerism 2009
- Best Consumer Internet Bank, Singapore (Global Finance 2010)
- Silver Award for Best Community Programme (Global CSR Award 2010)