

# press release

## Standard Chartered launches bold new brand campaign

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

**Uganda, 30 April 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 Regina Mukiri, Head, Corporate Affairs, 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'."

**- ENDS -**

### **For further information please contact**

#### **Cynthia Mpanga**

Corporate Affairs, Brand & Marketing

Tel: +256313294297

Mobile: + 256706760001

Email: [Cynthia.Mpanga@sc.com](mailto:Cynthia.Mpanga@sc.com)

### **Standard Chartered**

We are a leading international banking group, with more than a 150-year history in some of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

We are present in more than 60 markets, with over 1,000 branches and around 3,000 ATMs.

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

For more stories and expert opinions please visit Insights at [sc.com](http://sc.com). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

### **Standard Chartered Bank in Uganda**

Standard Chartered Bank Uganda is a member of the Standard Chartered Group. The Bank has been operating in Uganda for over 100 years having celebrated its centenary in August 2012. As Uganda's oldest bank, established in 1912, it currently has a network of 11 branches and 30 ATMs spread across the country. The Bank employs over 600 people. Standard Chartered's offers a full range of banking products and services.

Standard Chartered is committed to the community in Uganda through various community relation programs, working closely with the Ministry of Health, Ministry of Education and Sports, Ministry of Water and the Environment, Ministry of Gender, Labour and Social Development, Sightsavers and National Forestry Authority. Some of the awards the Bank has won in the recent past include:-

- Best Consumer Digital Bank 2016 – Global Finance Magazine
- Best Digital Bank for Africa – 2016 Digital Impact Awards Africa
- Best Cybersecurity Practice by Corporate - 2016 Digital Impact Awards Africa
- Best Online Banking - 2016 Digital Impact Awards Africa
- Best Corporate Website, 2015 Digital Impact Awards Africa
- Best Cybersecurity Practise, 2015 Digital Impact Awards Africa
- Best Online Banking service, 2015 Digital Impact Awards Africa
- Best Consumer Digital Bank 2015 - Global Finance Magazine
- Recognition for outstanding partnership to ending HIV and AIDS through membership subscription and local resource contribution by The AIDS Support Organisation (TASO) in September 2014
- Best Cybersecurity Practice 2014 - Digital Impact Awards Africa
- Best in Corporate Social Responsibility 2014 - Tuzi Awards
- CSR in Health Initiative of the year 2014 – Public Health Awards