

Brand Strategy
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Maybank Group



Maybank is a leading banking group in South-East Asia with 42,000 Maybankers serving 21 million customers in 17 countries. The bank recently celebrated its 50th anniversary with assets of more than USD135 billion, the largest in Malaysia.

discover

The issue – After expanding into the region at a phenomenal pace for the last few years, Maybank needed to consolidate the group under the singular vision of ‘Humanising Financial Services Across Asia’. Everything about the bank had to fall in line with this effort, from its differentiated positioning, brand architecture, massive portfolio of products and services to its brand personality, identity and expression. Maybank needed to respond to the fast-growing local and regional rivals.

develop

Our solution – Our brand strategy for Maybank was built on the idea that every Maybanker should understand what the company’s vision meant for them. We developed ‘brand drivers’ that would influence behavior, communications and decisions. A striking refresh of the identity to reflect Maybank’s key equities, and a flexible yet robust visual language, reflected the new thinking consistently across the group. In a breakthrough initiative, the everyday process of brand management is being moved to an online integrated marketing management portal.



deliver

Sustainable impact – Reinforced by internal brand champions, the launch of the bank’s revitalised identity in September 2011 has received much local and international press coverage. Maybank has since gone on to consolidate its number-one position as the biggest Islamic bank in South-East Asia.