

HSBC Creative Direction

Full film transcript

Background music plays

Female voice over:

"Just like HSBC's famous Hexagon, our creative direction is made up of six parts. These simple principles allow our brand to be distinctive yet recognisable."

"We're angular.
Just like our Hexagon.
We emphasis corners over rounded shapes.
Helping our brand to stand out."

"We're tactically red.
It's our brand colour. But we never overuse it.
We let it draw the eye and lead the journey."

"We're clearly understood.
Succinct and clutter-free.
From text contrast to audio clarity..."

Male voice over:

"The image depicts a warm family moment. A mother, father and two young daughters joyfully interact with a colourful paper dragon."

Female voice over:

"...to cultural nuances. We use simple ideas and singular focal points."

"We're internationally relatable.
By being diverse, inclusive.
And most importantly, authentic.
We resonate with our customers' and colleagues' lives."

"We're logical.
Leveraging intuitive behaviours, and making customer journeys simpler.
Through clarity, consistency and expected outcomes."

"We're creatively considered.
Delightful moments.
Refined messaging.
And finely crafted stories.
Create beautiful, memorable experiences."

"With the right creative direction, you can unleash HSBC's true brand power and open up a world of opportunity."