

# The Sound of HSBC

Our journey into a sonic universe



Together we thrive

# Brand Fragmentation

As channels exploded, our Brand decayed



# Global Brand Refresh

A fresh chapter in our 154 year history

Brand Purpose



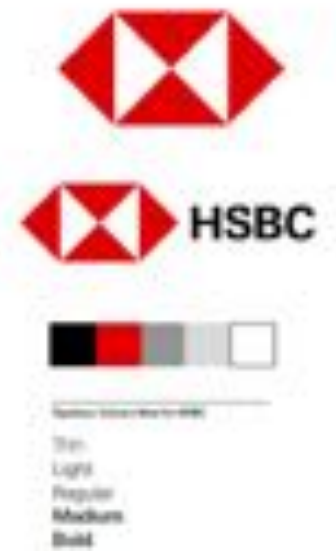
Brand Promise



Brand Assets



Brand Management



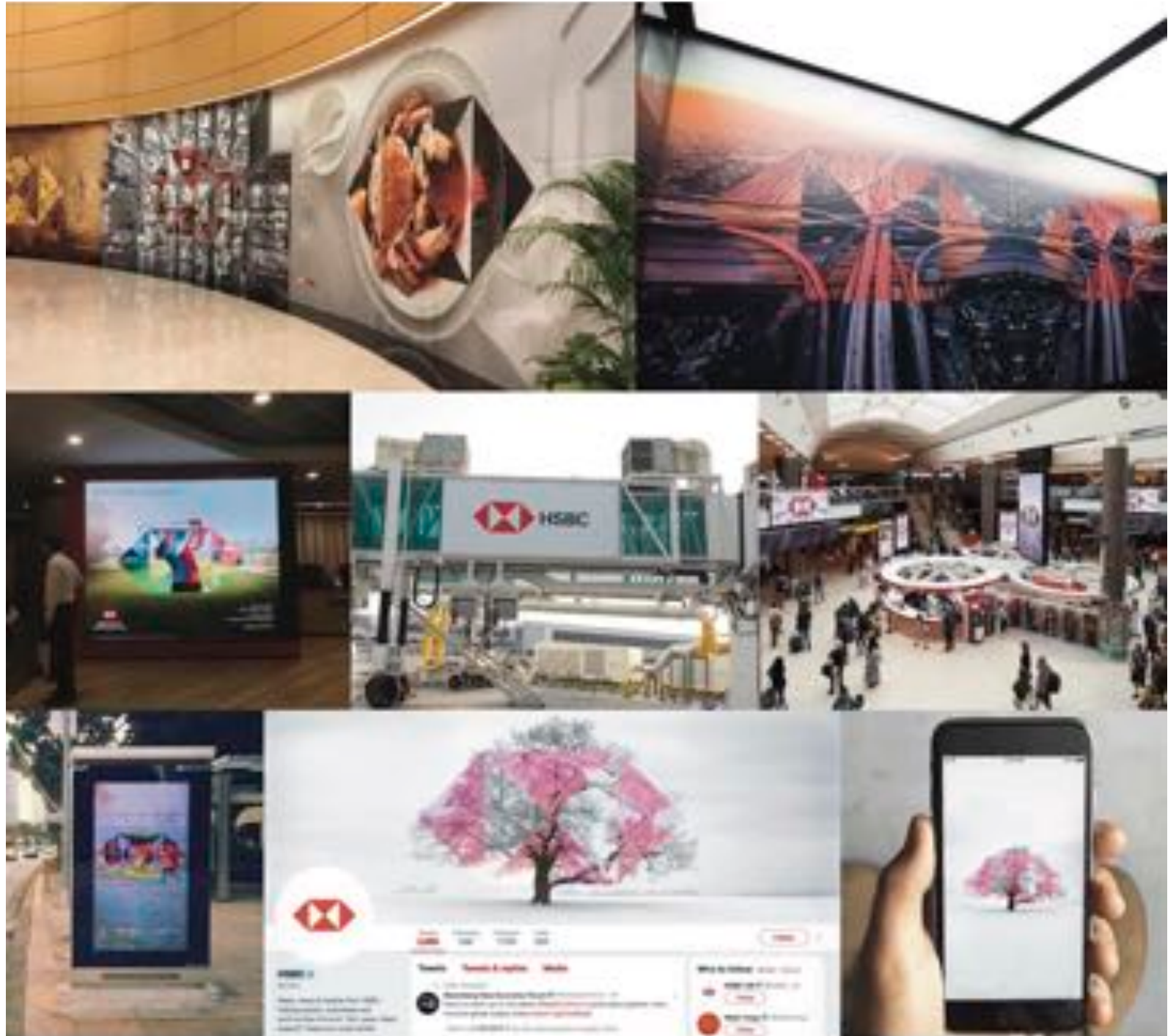
Strategy



Execution

# A Brand Canvas

## The Hexagon



A Point Of View  
HSBC UK



**WE ARE NOT AN ISLAND. WE ARE A COLOMBIAN COFFEE DRINKING, AMERICAN MOVIE WATCHING, SWEDISH FLAT-PACK ASSEMBLING, KOREAN TABLET TAPPING, BELGIAN STRIKER SUPPORTING, DUTCH BEER CHEERS-ING, TIKKA MASALA EATING, WONDERFUL LITTLE LUMP OF LAND IN THE MIDDLE OF THE SEA. WE ARE PART OF SOMETHING FAR, FAR BIGGER.**



Together we thrive



# Brand Fragmentation

A visual brand only tells part of the story – what do we sound like?



# The Importance of a Brand's Sound Universe

## Sound Helps Brands Grow



# The Importance Of A Brand's Sound Universe

## Sound Helps Brands Grow

### Builds on our Distinctive Assets & Fame

Helping us create a pool of unmistakable HSBC assets

### Builds Accessibility

Sound lives where visuals can't – your ears

### Builds a Branding bond

Cuts across a fragmented customer experience



### Builds Humanity & Emotion

A primal reaction in audiences

### Builds true Audio/Visual Branding

We are creating a branding double act

### Builds recall and recognition

Even nostalgia over the long term



# The Power of Sound

## Other Brands, Other Approaches



*As part of the signature opening-up experience*



*As a growth strategy across partners & media*



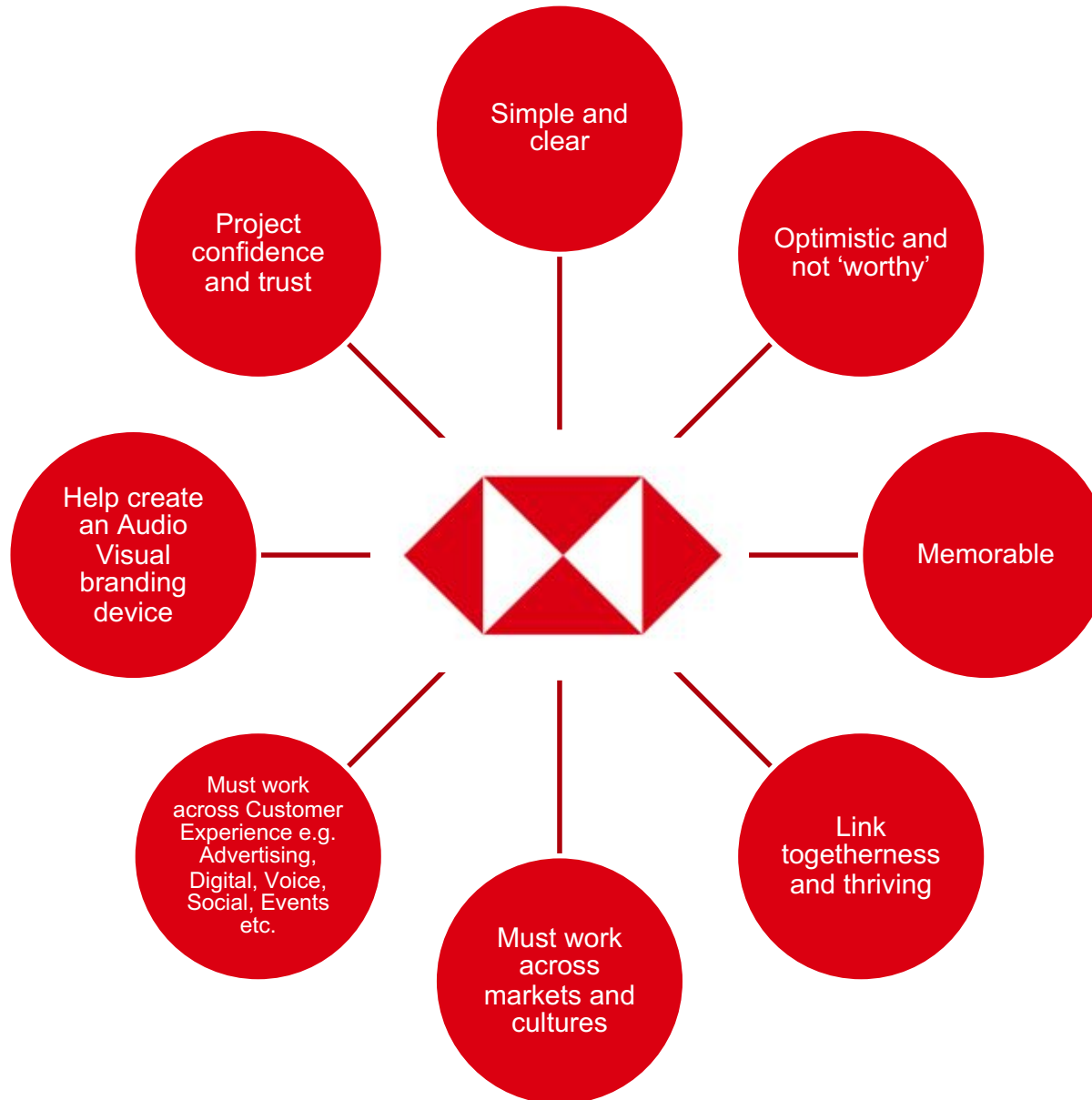
*A track release and a jingle on ads*



*As a soundtrack and a Brand experience itself*

# The Brief

What is the Sound of Prosperity?



Introducing...

# Jean-Michel Jarre x HSBC





*“With music, you don’t just want to be international...*

*you want to be universal”*

*Jean-Michel Jarre*

## Our Sound Universe

**7 Tracks**

**Mnemonic**

**Sound Board**

# The Sound of HSBC – ‘Together we thrive’



*Orchestral (01:36)*



*Stadium (01:21)*



*Connected (00:52)*



*In Flight (00:57)*



*Wayfoong (01:36)*



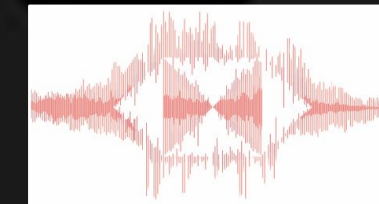
*Mindfulness (12:36)*



*Inspiration (01:07)*



*End Device (4s)*



*Sound Board (SFX)*

# Our Sound in Action – Global examples in 8 weeks so far...



Contact Centre Hold Music (Audio)



Taiwan Credit Card (Digital)



Canada – Global Investment Centre (Radio)



Dubai – Superstart campaign (Social)



Canada – Digital Transformation (Digital)



Mexico Tennis Open (Stadium)



HSBC World Rugby 7s Series (Physical)



Egypt – Branch Experience (Physical)



Singapore – Insta (Social)



AGM (Physical)

# Some Social Responses



**Dlavison Ribamares Silva** Perfect Theme! The audio identity really reflects about being together and thrive.



**Richard G.D. Baker** @DogsOnVinyl · Jan 23  
Replying to @jeanmicheljarre @HSBC

This is incredible Jean Michel. 'Mindfulness' takes me back to my favourite track of yours "Waiting for Cousteau". Knowing you, you have probably conjured another half an album working on this HSBC promo and will be releasing it soon. \*Hopefully\*



**Colin Neal** I love this - the same theme used in a variety of ways. Spot on audio brand identity 😊 The Mindfulness edit is very 'Cousteau.' Great!



**Wayne Cunningham** Love the variations to theme on the YouTube link above, such a varied selection of moods aren't they. Are there any plans for a commercial release of any or all pieces?  
**Derek Hicks**



**ann.chance.908** I think is so amazing doing a theme tune for a bank so pleased that HSBC have chosen you congratulations Jean Michel ❤️



**A.E. Soar** @thehauntedguy · Jan 23  
Replying to @jeanmicheljarre @HSBC

A bank using fresh music is in the minority these days. Bravo 🍷



**Joe** @joemhoward · Jan 23  
Replying to @jeanmicheljarre @HSBC

Very impressive stuff JMJ! The clarity of the audio is mind-blowing and I really love that melody. Any chance of a limited release for the fans?



**Markus Kuhn** Excellent choice of composer. Much other audio brand identity out there is rather bland and replaceable, so nice to hear something that very much has JMJ's fingerprints on it.



**John Kitson** Hsbc got good taste on music



**Harjinder Landar Vargan** Fantastic mood and melody. Inspiring and filled with positive energy and hope. I like it!!! An album with this sound be fantastic 🍷🍷🍷🍷



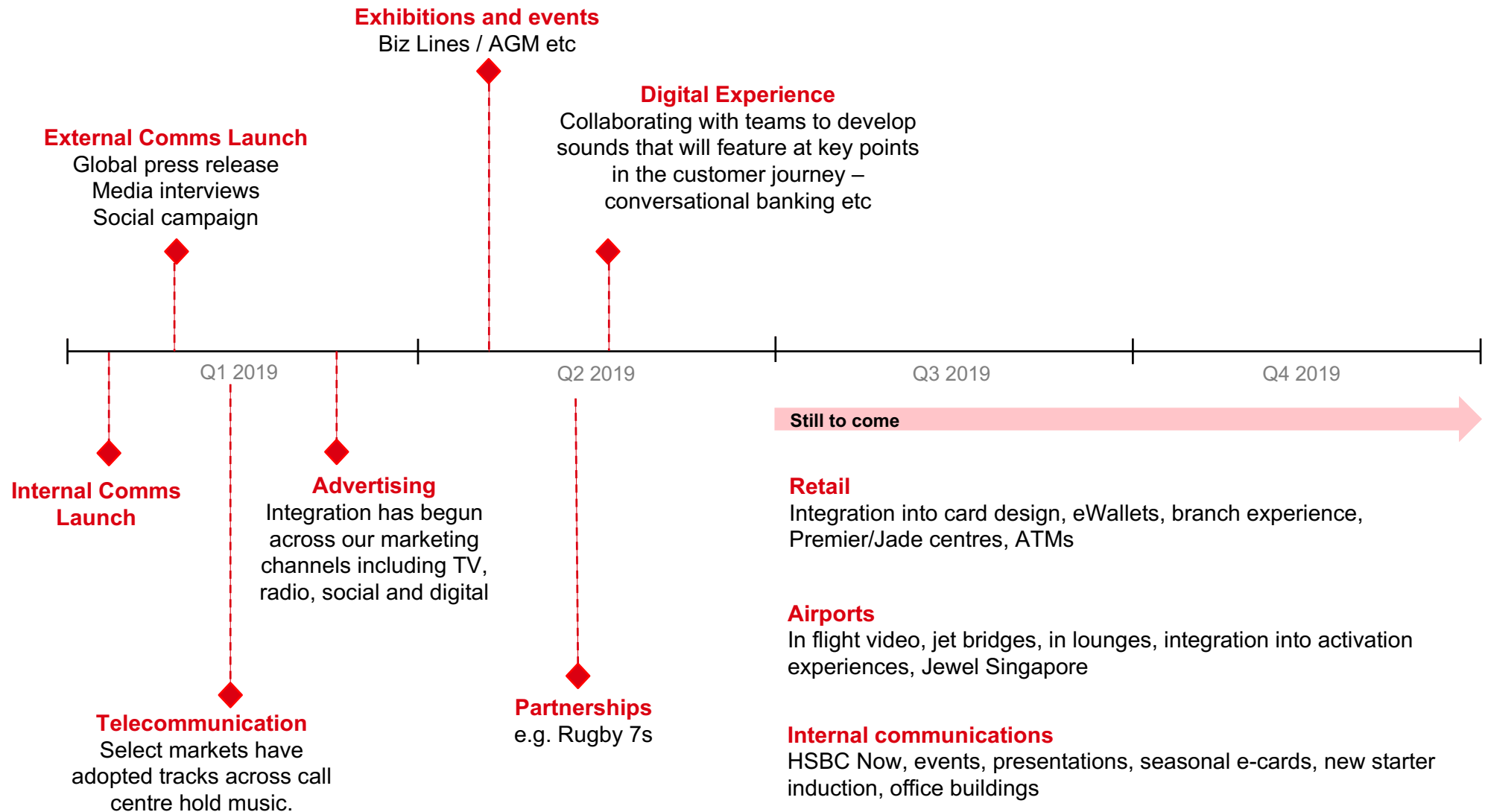
**musicartgeek** Global brand, global artist - great fit



**Ann Chance** I think this is brilliant idea for HSBC love all the work you do



# Sound Identity Rollout



# Reflections

## **Kill Fragmentation**

Sound can gel together disparate experiences

## **Create a Brand Score**

Dramatise the whole 360 customer experience, not just an ad jingle

## **Create a Kit of Parts**

Create sounds for any moment, in any channel, from 0.1s to 15minutes and teams can use them rather than creating their own – eg. Voice, App notifications, ATMs, Branches etc

## **Brand Management**

Tight Control or Open-Source? What's right for your Brand?

## **Less is More**

Everything irritates if you see/hear too much of it...

## **Be Bold**

Be ambitious in what you create and who you do it with... It will open up a whole new world of opportunity.

