

Press Release
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Abu Dhabi Commercial Bank wins Best Brand Building Initiative in the Middle East for 2015

- **Abu Dhabi Commercial Bank was awarded the Best Brand Building Initiative in the Middle East for SimplyLife, a mass market brand built around simplifying customers' needs to provide accessible and friendly solutions**
- **ADCB realised it was time to grow its presence in the mass market without diluting its original brand**
- **The bank differentiated itself by talking to customers without fine print, promising to respond within 24 hours and connecting to them via various channels**

Dubai, May 27th 2015 - Abu Dhabi Commercial Bank (ADCB) won the award for the **Best Brand Building Initiative in the Middle East** for the year 2015 at The Asian Banker's 2nd Annual Middle East and Africa Awards Ceremony. The ceremony was held at the Ritz Carlton, DIFC, Dubai on May 27th 2015.

After 2008 ADCB focussed mainly on its mass affluent and affluent customer segments, causing the bank to lose significant market share in the mass market segment. As the segment started to grow in 2013, the bank realised it was time to grow its presence in the mass market without diluting its original brand and affluent business focus.

Despite being a late entrant, the brand created high levels of awareness and engagement, by creating the profile of a 'Provider', based on the average value system of the country's expat population which was its target audience. The brand was built around simplifying customers needs to provide accessible and friendly solutions. The bank differentiated itself by talking to customers without fine print, promising to respond within 24 hours and connecting with them via various channels. It adopted the slogan 'Simplylife - Life's important moments made simple'.

SimplyLife advertisements were broadcast on the Asian TV and radio networks, especially around the times of festive celebrations and sports telecasts.

Award-winning banks and vendors attended the gala event that recognised their efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

The Asian Banker's Middle East and Africa Awards are acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry. Over 100 institutions from the Middle East and Africa were evaluated across 30 different countries. A stringent three-month evaluation process based on a balanced and transparent scorecard has been used to determine the winners.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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