

**TAB International Pte Ltd**

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Press Release

FOR IMMEDIATE RELEASE

## **Citibank Taiwan wins best brand building initiative award for 2011**

- *Citibank Taiwan launched an innovative marketing campaign aimed at the general public*
- *The bank's unique Christmas campaign allowed the bank to cultivate positive relationships*
- *Citibank Taiwan's mass campaign gave it free media coverage and close to a million in foot traffic.*

**Singapore, March 23<sup>rd</sup> 2012**—Citibank Taiwan has been named as winner of the Best Brand Building Initiative Award for the year 2011 during the 11th International Excellence in Retail Financial Services Awards Programme. The bank received the awards at The International Excellence in Retail Financial Services 2012 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Marina Bay Sands in Singapore on March 23<sup>rd</sup> 2012.

Citibank Taiwan launched an innovative marketing campaign aimed at the general public to build brand awareness and brand association along with achieving CSR objectives. With blue carpets and blue overpasses, the Chante Square, located in the Xinyi district of Taipei, was turned into a sea of blue lights in a Finland-style Christmas. Citibank Taiwan created this unique Christmas experience for 2 consecutive years, giving the bank a platform to cultivate positive relationships with the general public. Being a mass event, it received free media coverage and other tangible benefits, such as foot traffic of close to a million.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises 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.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

## **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 and Shanghai 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](http://www.theasianbanker.com)

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