

Press Release

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Abu Dhabi Commercial Bank (UAE) receives Brand Initiative of the Year award for 2016

- **ADCB launched Ambition Visualised, an advertising campaign, in February 2015 that centred on the power of visioning**
- **ADCB's brand ranked 8th in the UAE's Top 10 Most Intimate Brands, an independent study by MBLM**
- **ADCB's Ambition Visualised helped the bank acquire new customers and increase the number of products sold**

Hong Kong, March 16th 2016— **Abu Dhabi Commercial Bank (UAE)** received the **Brand Initiative of the Year** award for 2016 at The Asian Banker's International Excellence in Retail Financial Services 2016 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 March 16th 2016 at the W Hotel, Hong Kong.

ADCB launched Ambition Visualised, an advertising campaign, in February 2015 that centred on the power of visioning

To make the ad, ADCB invited people from UAE to join an on-camera exercise. By capturing people's responses and raw emotions on camera as they expressed their dreams with their eyes closed, ADCB helped invigorate its brand by conveying that if a customer can visualise his or her ambitions, the bank can help realise them.

ADCB's brand ranked 8th in the UAE's Top 10 Most Intimate Brands, an independent study by MBLM

Placing in the UAE's Top 10 Most Intimate Brands was a significant achievement for the ADCB brand, as it is the only UAE brand to make it to the Top 10. The other nine were all internationally famous brands, such as Apple, Google, and Mercedes. The award showed ADCB's influential advantage in the UAE.

ADCB's Ambition Visualised helped the bank acquire new customers and increase the number of products sold

The outcome of the Ambition Visualised campaign was significant. ADCB tracked an increase in consumer's perception about the brand. An above 20% growth in both new customer numbers and products sold was achieved. Responses to an index of questions for customers like, "Will you commit to ADCB through all its life stages?" or "Is ADCB a brand that understands customers' aspirations?" have greatly improved.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' 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 evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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.

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