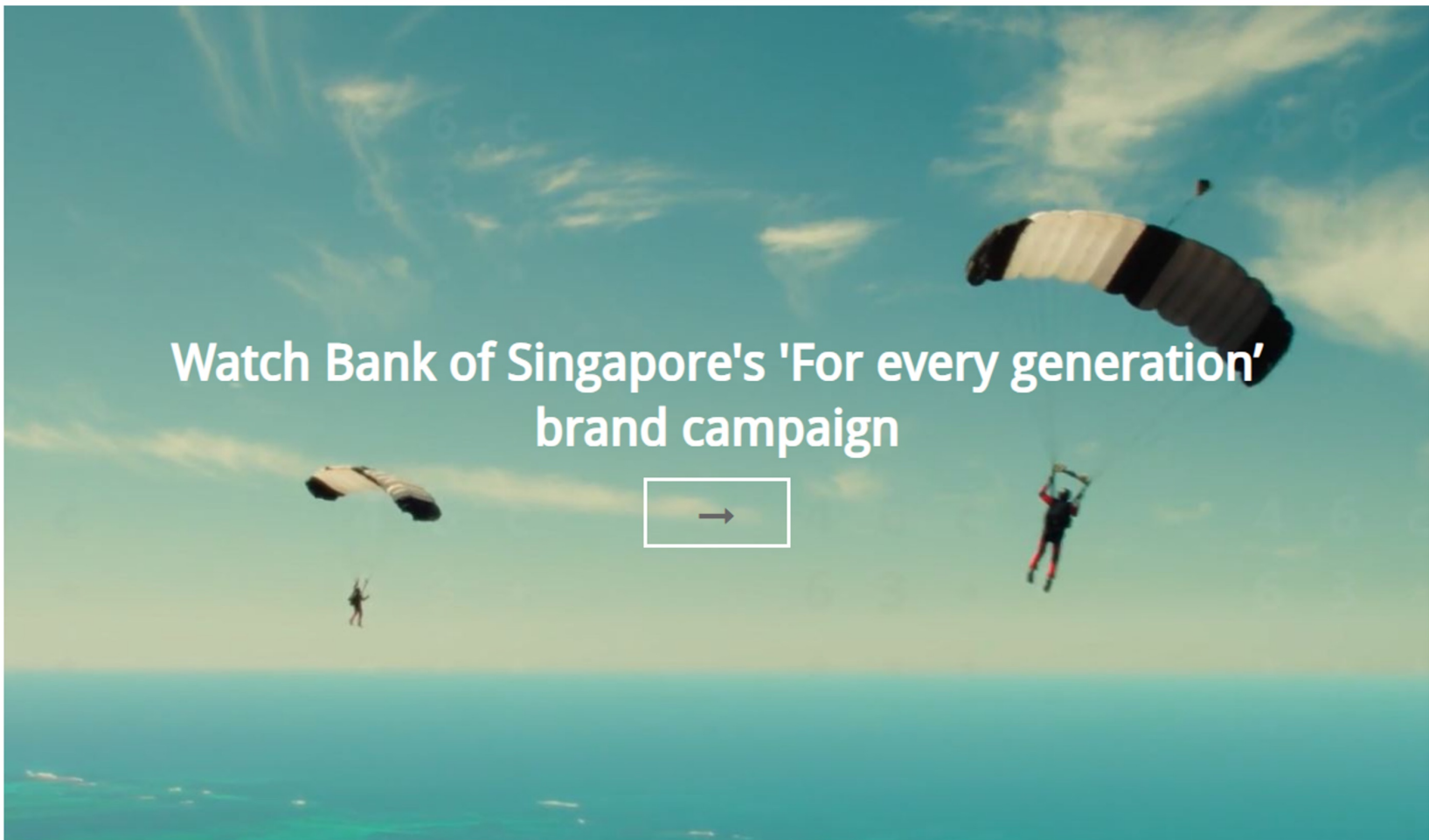


Diving behind the scenes ‘for every generation’



Watch Bank of Singapore's 'For every generation' brand campaign

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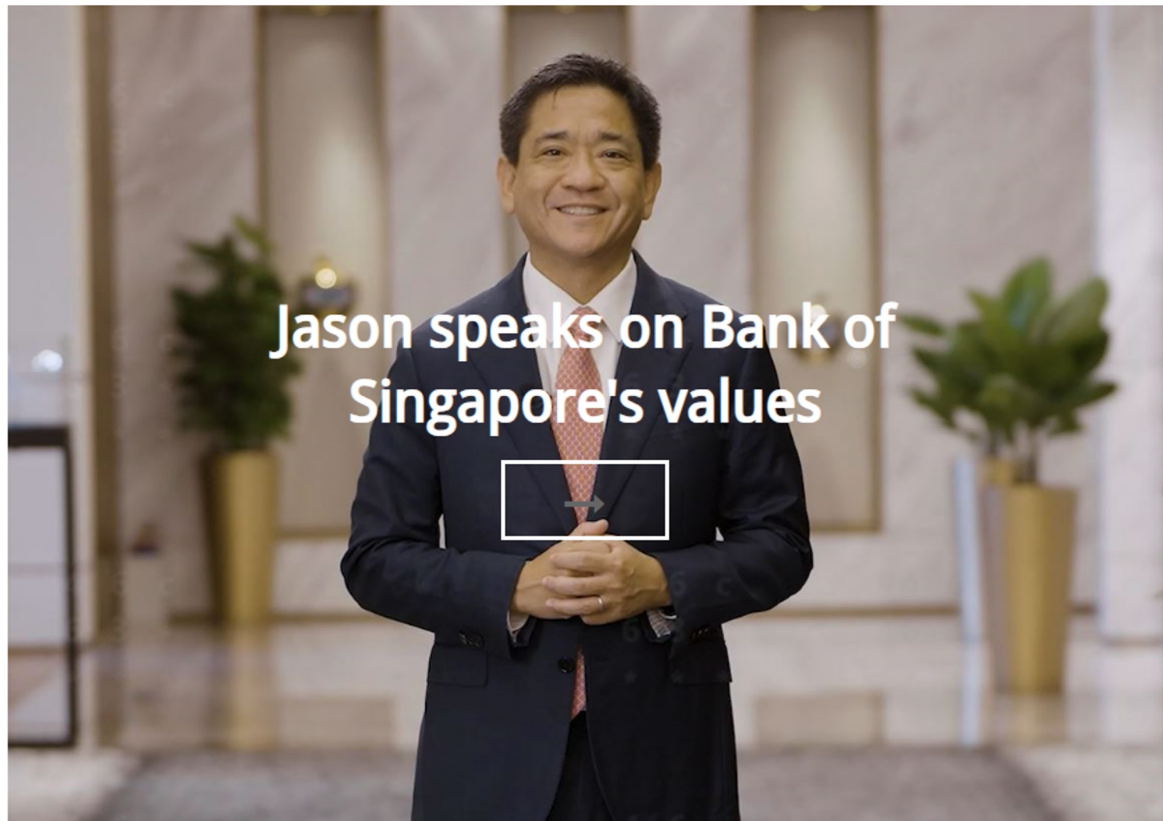
A 1960s diving platform, two parachutists, an aeroplane. These were just three of the execution challenges that the creative team behind Bank of Singapore’s new brand campaign faced when putting together the television commercial (TVC).

But the team put their thinking caps together and made a huge splash on 4 March 2024 when the TVC aired under the bank’s ‘For every generation’ brand campaign – the biggest since 2015.

This campaign was part of strategic efforts to revitalise Bank of Singapore’s brand and achieve its aspiration to be the top Asian private bank.

The campaign has gone live in Bank of Singapore’s core regions – Southeast Asia, Greater China and the Middle East – across multiple platforms including online, print, social media, out-of-home billboards, TV and inflight.

Said Bank of Singapore’s Chief Executive Officer, Jason Moo: “Our new brand campaign ‘For every generation’ reflects our commitment as Asia’s global private bank to serve every generation with our global expertise. With this, we hope to engage our clients in a more meaningful way and to increase brand awareness, strengthen our reputation and cultivate sustainable growth.”



Jason speaks on Bank of Singapore's values

The ‘For every generation’ campaign places the private bank’s clients at its core. It positions Bank of Singapore as a bank that shares and builds on the same values embraced by its clients.

It acknowledges the common values that the Bank’s clients share, despite hailing from different parts of the world: The importance of family and the desire to build and sustain a legacy that endures for generations. It also celebrates the shared, traditionally Asian, value of earning one’s legacy.

Jason added: “Bank of Singapore is a flagbearer for those values. I firmly believe that we have what it takes to help our clients manage their wealth and leave a powerful legacy for every generation.”

Planning for the campaign began six months ago with talks between Group Brand and Communications (GBC) and vendors Goodfellas and Atypical Films.

Patrick Low of Goodfellas said that, when he was briefed to create the brand campaign, the first thing that came to mind was how the private bank and its customers share the same values, especially in wealth accumulation.

He noted that, in Asia, it is typical for wealth to be passed from one generation to another. However, true wealth is inheriting the right values and principles that will stand the test of time. And Bank of Singapore has the global expertise to protect and grow this wealth.

Singapore-based Patrick, or Pat as he is more fondly called, is no stranger to the Bank of Singapore brand, having done the bank’s TVCs in 2019 and 2021.

Commenting on his approach of the campaign, Pat said: “I began by exploring a few scenarios focusing on values such as integrity and honour, like in the previous campaigns. I wanted to tell a simple tale of how a wealthy family’s shared values are passed down from one generation to the next through a rite of passage.

“The challenge was how to dramatise this in 60 seconds. The TVC isn’t a corporate video where a voice-over regurgitates facts over some pretty pictures. It has to be compelling from the opening scene. Thanks to Koh Ching Ching’s (Head of GBC) suggestion, we found a perfect opening scene.”

The final script for the TVC posed some execution challenges as it featured a swimming pool, a country club, a 1960s diving platform, two parachutists, two sets of talents to play two generations of father and son, and an aeroplane.

With this in mind, the production house, Atypical Films, embarked on an extensive search for suitable locations and talents beyond Singapore.

Perth was the most appropriate location choice since the pool, country club and parachuting scenes were within reach.

However, there was one more glitch in the matrix – the pool did not have a diving platform. So, it had to be created digitally.

“In the end, it turned out as I had envisaged. A simple tale well told,” Pat said with a smile.