


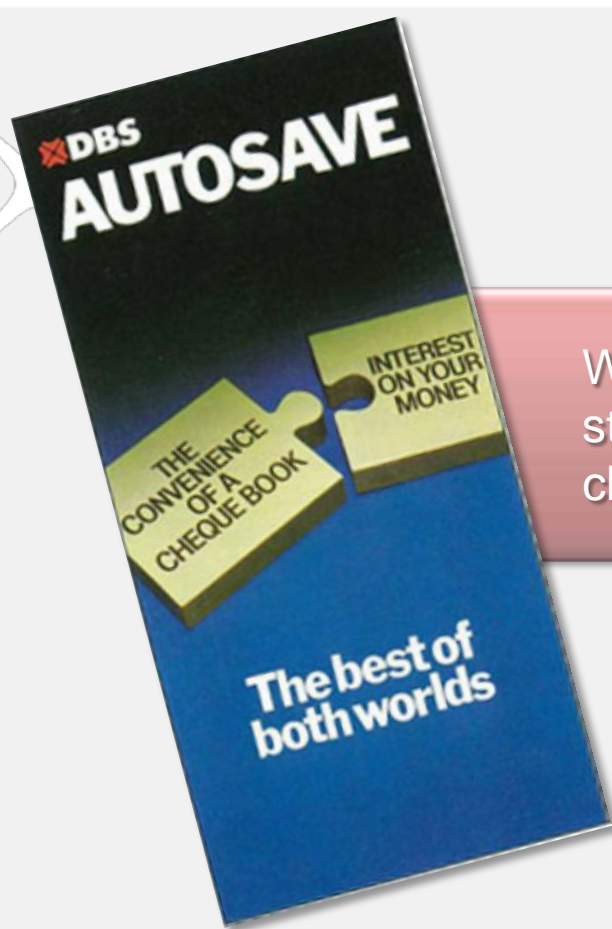


Building our brand from strength to strength

19 November 2014



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Who ruffled a few feathers and defied the status quo by making it possible to write cheques and earn interest at the same time?

Who helped to make Orchard Road the shopping paradise of Singapore?



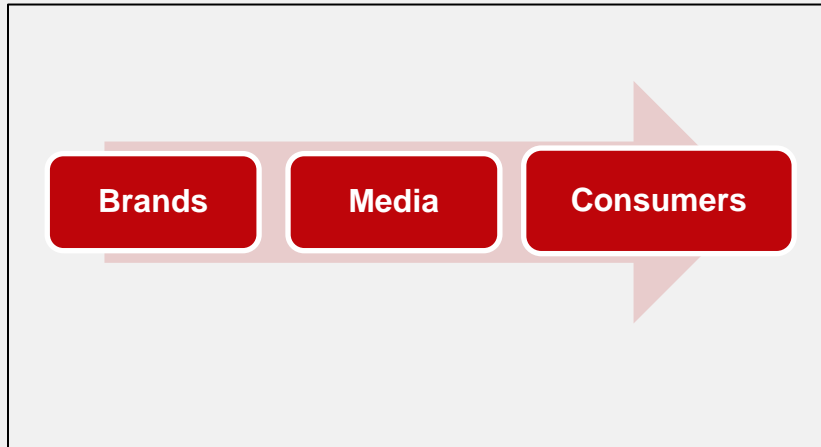
Who introduced a whole new 'way of living' in Singapore, with swimming pools, tennis courts and BBQ pits at your doorstep?



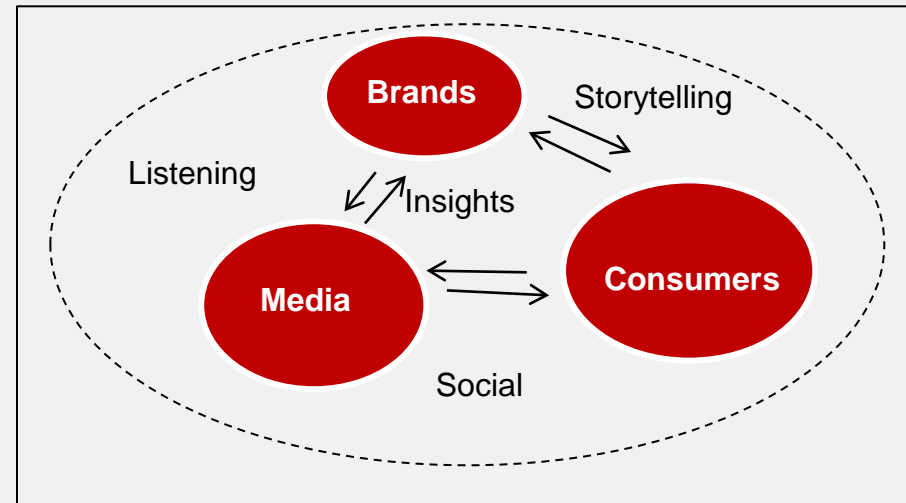
Who brought the sparkle back to one of the crown jewels of Singapore's history, the Raffles Hotel?

The Future of Banking – The Future of Branding

Yesterday



Today



The DBS Brand Journey

2006 **Living, Breathing Asia**


About us, about who we are

2010 **Asia's Safest. Asia's Best**

About the recognition we are receiving,
about what others say about us

2014 **2015** **???**

About what we do for others and being
purpose-driven

A large crowd of people is gathered at night, many holding up long, red, flameless sparklers. They are looking upwards with expressions of awe and excitement. The background shows city lights and trees under a dark sky. The overall atmosphere is festive and celebratory.

*A Spark
Can ignite possibilities
And summon inspiration
Sparks drive us forward
And bring us together
And as the bank that developed Singapore
Sparkling possibilities
Is at the heart of who we are*

What will you spark?



SAY

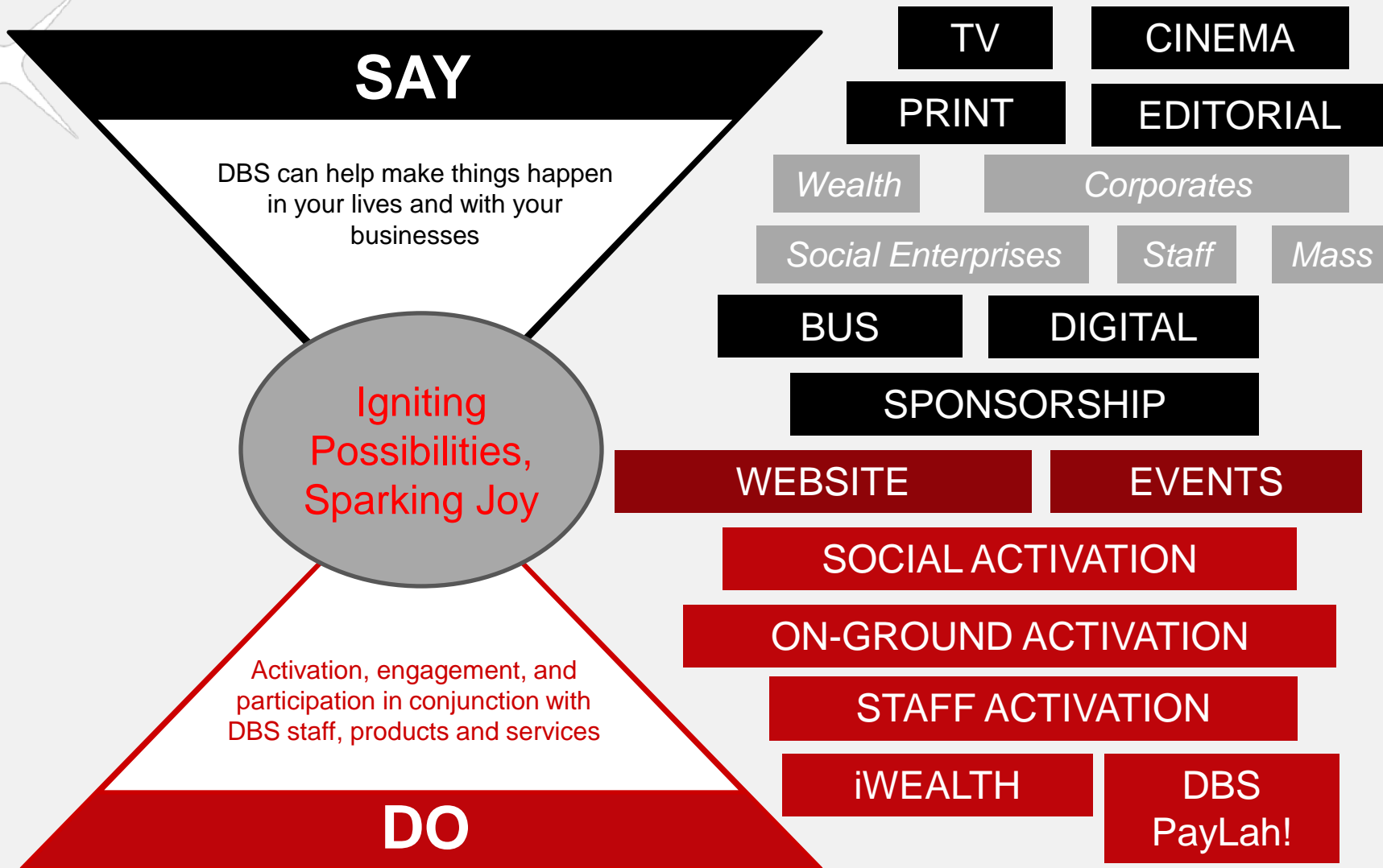
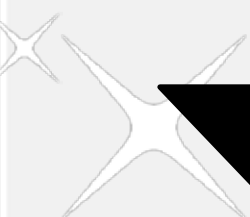
DBS can help make things happen
in your lives and with your
businesses

Igniting
Possibilities,
Sparking Joy

Activation, engagement, and
participation in conjunction with
DBS staff, products and services

DO

**Celebrating our past,
our future and our
ability to create
impact beyond
banking...**





#weekendwarriors

#paddlesup

#cantfeelmyarms

#strongertogether

#dreamteam

IT ALL STARTS WITH A SPARK

Whether it's on the water or on land, people are out there doing what they love with their best pals. It is energising and can even take them places, just like at DBS, we love what we do, and the journey with our customers and the community is rewarding. Because getting possibilities is at the heart of who we are. **WHAT'S YOUR SPARK?**

| [DBS.COM/SPARK](https://www.dbs.com/spark) | [#MYSARK](https://www.instagram.com/myspark)

Asia's Safest, Asia's Best
Safest Bank, Asia 2009-2016, Global Finance
Best Managed Bank, Asia Pac 2013, The Asian Banker
Best Bank, Asia Pac 2014, Global Finance



#likeaboss

#growingmybiz

#adonutaday

#kremecometrue

#lifeissweet

IT ALL STARTS WITH A SPARK

From footwear to food, Andy Chiew of Kippu Kreme has brought many renowned brands into his customers' hands. At DBS we've worked together with Andy since the beginning to help put his ideas into action. Igniting possibilities and helping businesses achieve their potential is at the heart of who we are. **WHAT'S YOUR SPARK?**

| [DBS.COM/SPARK](https://www.dbs.com/spark) | [#MYSARK](https://www.instagram.com/myspark)

Asia's Safest, Asia's Best
Safest Bank, Asia 2009-2016, Global Finance
Best Managed Bank, Asia Pac 2013, The Asian Banker
Best Bank, Asia Pac 2014, Global Finance



#weekendwarriors

#paddlesup

#cantfeelmyarms

#strongertogether

#dreamteam

IT ALL STARTS WITH A SPARK

Whether it's being passionate about fun or having fun with a passion, everyone has something that they love doing. And where this brings them can be amazing. Just like how our passion for developing Singapore has helped us spark a difference in the lives of our colleagues, our customers and our friends in the community. At DBS, igniting possibilities is at the heart of who we are. **WHAT'S YOUR SPARK?**

f t | [DBS.COM/SPARK](https://www.dbs.com/spark) | [#MYSARK](https://twitter.com/MySpark)

Fast, Asia's Best
Funding, Global Finance
2015, The Asian Banker
in 2016, Global Finance



#likeaboss

#growingmybiz

#adonutaday

#kremecometrue

#lifeissweet

IT ALL STARTS WITH A SPARK

From footwear to food, Andy Chaw of Krispy Kreme has brought many renowned brands into his customers' hands. At DBS we've worked together with Andy since the beginning to help put his ideas into action. Igniting possibilities and helping businesses achieve their potential is at the heart of who we are.

WHAT'S YOUR SPARK?

f t | [DBS.COM/SPARK](https://www.dbs.com/spark) | [#MYSARK](https://twitter.com/MySpark)



#offthegrid

#splashingout

#milesfromnowhere

#boyswillbeboys

#familytimeatlast

IT ALL STARTS WITH A SPARK

Whether it's the home you've always wanted or the family holiday you've so looked forward to, we can help make what is important to you happen. As the bank that helped build Singapore, igniting possibilities and planning for your future is at the heart of who we are. **WHAT'S YOUR SPARK?**

📞 | [DBS.COM/SPARK](https://www.dbs.com/spark) | [#MYSARK](https://www.dbs.com/spark)

Asia's Safest, Asia's Best
Safest Bank, Asia 2007-2016, Global Finance
Best Managed Bank, Asia Pac, 2013, The Asian Banker
Best Bank, Asia Pac, 2016, Global Finance

Living. Breathing Asia



#wherefirstwemet

#chefinterrupted

#surprisedate

#10greatyears

#loveisstillintheair

IT ALL STARTS WITH A SPARK

Whether it's your first date or your tenth anniversary, you always want to be made to feel special. That's why we go the distance for our customers. At DBS, igniting possibilities and sparking joy is at the heart of who we are. **WHAT'S YOUR SPARK?**

📞 | [DBS.COM/SPARK](https://www.dbs.com/spark) | [#MYSARK](https://www.dbs.com/spark)

Asia's Safest, Asia's Best
Safest Bank, Asia 2007-2016, Global Finance
Best Managed Bank, Asia Pac, 2013, The Asian Banker
Best Bank, Asia Pac, 2016, Global Finance

Living. Breathing Asia





#worklovebalance

#mydailygrind

#betternottbitter

#changinglivesthroughcoffee

IT ALL STARTS WITH A SPARK

From better coffee to a better future, Tanika Cong trains underprivileged women and youth to rise a craft to empower them. And just as she's proud to have helped others, we're privileged to support social enterprises like Betty Bitter, because igniting possibilities is at the heart of who we are. **WHAT'S YOUR SPARK?**

📍 | [DBS.COM/SPARK](https://www.dbs.com/spark) | [#MYSARK](https://www.instagram.com/myspark)

Asia's Safest, Asia's Best
Safest Bank, Asia 2020-2021, Global Finance
Best Managed Bank, Asia-Pac 2021, The Asian Banker
Best Bank, Asia-Pac 2021, Global Finance

Supporting ~ 100 Social Enterprises

Making a difference in the community – DBS Foundation



Living. Breathing Asia





IT ALL STARTS WITH A SPARK

DBS.COM/SPARK

#kremecometrue

#lifeissweet

#myspark

#likeaboss

DBS

Sparking Inspiration

by storytelling

HOME

LET'S SPARK SOMETHING

If The Shoe Fits



Andy's love of shoes sparked a business that spans 17 countries. We've been on the journey with him for a long time.

Sparkling joy

with PayLah Santas



Sparking money minds

with iWealthIQ

The screenshot shows the DBS iWealthIQ website. At the top, the DBS logo is on the left, and a 'SHARE' button with Facebook and Twitter icons is on the right. Below the logo, a navigation bar contains 'HOME', 'LET'S SPARK SOMETHING', 'iWEALTH IQ' (highlighted in red), and 'DAVID LAM 50/50 CAB'. The main content area has a black background with the text 'Are you Jack Ma or Yo-yo Ma?' in white. Below this text is a large, semi-transparent black rectangle. In the center of the page is a circular graphic with a brown center containing the number '3', surrounded by a white circular arrow. At the bottom, there is a footer with 'VISIT DBS.COM' on the left and '© 2014 DBS Bank Ltd. - Co. Reg. No. 196800306E' on the right.

Sparking money minds

with iWealthIQ

The screenshot shows the DBS iWealthIQ quiz interface. At the top, the DBS logo is on the left, and 'SHARE' with social media icons and 'Singapore (English)' are on the right. Below the navigation bar, there's a 'HOME' link, 'LET'S SPARK SOMETHING', and 'iWEALTH IQ'. A 'SOUND ON' button with a volume icon (10) is in the top right. The main content area features a shield-shaped logo with 'DBS iWEALTHIQ' and '00'. Below this is an illustration of three people in business attire, with two of them having dollar signs on their chests. The quiz question is: 'Q1. If you're looking for a city with the most billionaires, you'll strike jackpot in:'. There are three answer buttons: '> SINGAPORE', '> MOSCOW', and '> BEIJING'. At the bottom, there's a progress bar and a footer with 'VISIT DBS.COM' and '© 2014 DBS Bank Ltd. - Co. Reg. No. 196800306E'.

DBS

SHARE: f

Singapore (English)

HOME LET'S SPARK SOMETHING iWEALTH IQ

SOUND ON 10

DBS iWEALTHIQ 00

Q1. If you're looking for a city with the most billionaires, you'll strike jackpot in:

> SINGAPORE > MOSCOW > BEIJING

VISIT DBS.COM

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Sparking money minds

with iWealthIQ

 **Vic Vichimaru Goh**
October 11 at 10:52am

Hey, I am pretty good at this!



**Think you can beat my score?
Take the iWealth IQ test now.**

Challenge yourself and find out what kind of money mind you have.
www.spark.dbs.com/en_sg/iWealthIQ

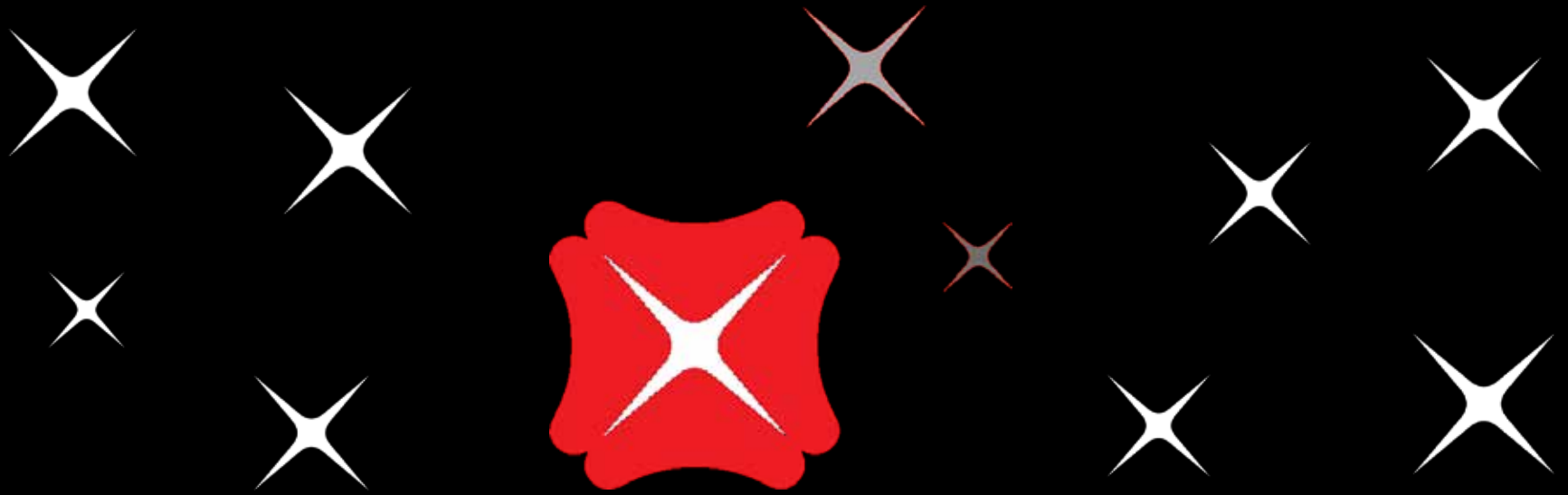
SPARKS.DBS.COM

Like · Comment · Share

👍 Rayburn Wong likes this.

✓ Seen by 10

 Write a comment...  



**A Spark, once unleashed,
creates more and more sparks.
Each inspiring, building, and bursting with joy.**



**The spark has always been within us,
and at DBS, we're making banking more joyful
as we continue to ignite sparks all around Asia and beyond**

DBS Marina Regatta



IBM Watson Partnership



People of Purpose



Supporting Social Enterprises



DBS PayLah!



Societe Generale Acquisition



5-time Best SME Partner Award Winner



DBS BusinessClass



Saved a life



Thwarted a fraud



Waded though floods



Sparking National Pride

SG
50

DBS announces S\$3.5 million sponsorship of 28th SEA Games



SINGAPORE — DBS Bank has announced S\$3.5 million in sponsorship for the 28th Southeast Asian (SEA) Games and its dragon boat and sailing races.

**DBS Marina
Regatta, SEA
Games dragon
boating and
sailing as one**

NEIGHBOURSFIRST .SG
BY POSB



**POSB
NeighboursFirst:
Celebrating new
neighbourhoods**



NATIONAL GALLERY SINGAPORE

**Introducing the
National Gallery
– celebrating a
“new” national
icon**

What We Stand For...



2006 Living, Breathing Asia

About us, about who we are

2010 Asia's Safest. Asia's Best

About the recognition we are receiving,
about what others say about us

2014 **2015** Igniting Possibilities, Sparking Joy

About what we do for others and being
purpose-driven

Building our brand, from strength to strength



§DBS Brand Value:
USD 4.01 billion
§Top banking brand
in ASEAN

“At DBS, we believe the impact we create goes beyond banking... because what we do touches real people, real businesses and real lives.

We remain true to this reality and continuously strive to uphold the trust placed in us by our customers, our colleagues and the communities we operate in.”

– Piyush Gupta, DBS CEO

WHAT DO YOU WANT TO

SPARK?

We're ready to hear from you. So if you've got a burning idea or a passion that you really want to bring to life, for yourself or for others, tell us and together we might just make it happen!

Click on the 3 coloured boxes below to shape your spark. Have fun!

I WANT TO
SPARK SOMETHING
MAGICAL
WITH
FOOD
FOR
MY FAMILY

> NEXT

The Arts

Education

Design

Food

Nature

Sports

Technology

Travel

WHAT DO YOU WANT TO

SPARK?

We're ready to hear from you. So if you've got a burning idea or a passion that you really want to bring to life, for yourself or for others, tell us and together we might just make it happen!



Great, tell us more

What's your idea about?

(300 characters)

Travel the world on
a bike



< BACK

> SUBMIT

Tuesday, 18 November, 2014

Innovative

Daring

Yummy

Fit &
Fabulous

Quirky

Community
Minded

Impactful

Green

Sparking fun

in Marina Bay



Since the launch of the DBS Marina Sailing Programme, over 7,000 people have already enjoyed Marina Bay!