



Reimagining Marketing

Karen Ngui
Group Head, Strategic Marketing
& Communications

17 November 2017

The presentations contain future-oriented statements, including statements regarding the Group's vision and growth strategy in the light of anticipated trends as well as economic and market conditions. Such statements necessarily involve risks and uncertainties, which may cause actual performance in future periods to differ from projections.



Agenda for the day

	Presentations	Showcases
Digital Transformation	Transforming technology and culture	Tech and Ops APIs Use of data insights
Consumer and SME (Singapore, Hong Kong)	Pre-empt disruptors	Bancassurance POSB Smart Buddy
Consumer and SME (Growth Markets)	Disrupt incumbents	digibank Tally
Other Businesses¹	Digitalise for profitability <ul style="list-style-type: none">• Audit• Cash Management• Wealth Management• Strategic Marketing	Reimagining Audit Treasury Prism iWealth

Reimagining marketing...

MACRO DRIVERS



Changing media consumption habits



Brand belongs to the consumer



Zero Moment of Truth



Socially conscious consumption, purpose-driven marketing



Millennials – a challenging generation



CHANGING HOW WE THINK & ACT

- 1 'Immersive marketing' vs 'Interruption marketing'
- 2 Omnichannel experience
- 3 Social / emotional / functional job-to-be-done
- 4 Ecosystems & partnerships
- 5 Data-driven, MarTech enabled

Efficiently winning hearts & minds at scale – a few examples



- Innovative Storytelling



- Common interest groups & User Generated Content



- From Awareness to Acquisition



- Content, Contextual & Community marketing

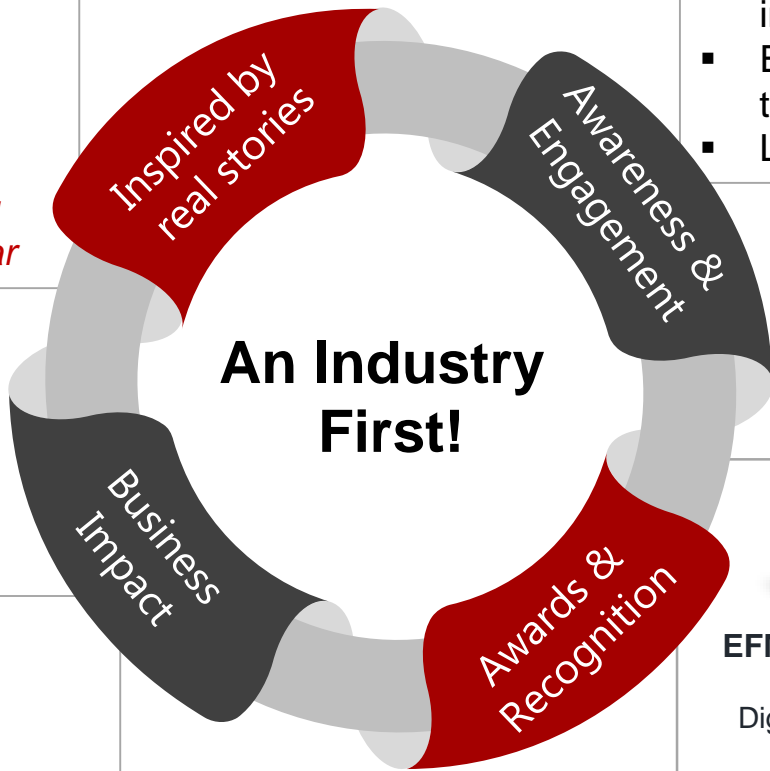


>100m views, >12m engagements and counting! – SPARKS mini-series (1/2)



- Ep. 1: Once Upon a Time
- Ep. 2: Saving Sunlight
- Ep. 3: Fighting Giants
- Ep. 4: Never Too Late
- Ep. 5: In Pursuit of the Cure
- Ep. 6: New Beginnings
- Ep. 7: Stand By Me
- *Ep. 8: Coming soon!*
- *Ep. 9 & 10: Just shot, featuring cricket legend Sachin Tendulkar*

- For Ep. 6 & 7 in HK, deployed attribution modeling –
- 11.6% of total SME product conversions
 - 5.6% of total CBG product conversions



- Tell 'life stories' inspired by DBS bankers & banking
- Demonstrate 'what we stand for' to internal & external audiences
- Experiment with emerging social media trends
- Leverage ecosystems & their networks



EFMA-Accenture 2017
Excellence in
Digital Marketing - Gold



SG: Top 10 Ads

- 2nd position (Ep. 6)
- 6th position (Ep. 5)
- 5th position (Ep. 4)
- 10th position (Ep. 1)



TW: Asia-Pacific Excellence Awards 2016
Best Film and Video

Fueling fandom regionally! – SPARKS mini-series (2/2)

I just binge watched all DBS stories, wow! You should make more of these, inspiring stories that give hope and make people look forward to a brighter future. So much content, to think it's only a few minutes and very touching.

I enjoyed this beautifully arranged movie that touches on the meaning of living your life, sharing your love and extending your work.

My mom was with DBS Credit Control for 25 years until recently when she retired, and I will always remember the background role DBS played in providing for my needs growing up. The SPARKS series captures that perfectly.

Love what DBS marketing/branding team is doing, these series are creative and truly heart warming, it's exciting and makes everyone want to be part of the production team. Keep up the good work DBS!

“Sparks is one of the ways DBS is disrupting the industry via digitally oriented content marketing”

- Marketing Interactive

“DBS Sparks provides digitally oriented content marketing instead of relying on traditional advertisements and promotions to foster brand love.”

- EFMA - Accenture

“Hollywood has a history of casting bankers in a bad light. Perhaps the positive spin of Sparks could show their humane side, at least for retail bankers. This was a fairly daring move in a sector usually dominated by safe, indistinguishable marketing. More importantly, it seems to be working.”

- Campaign Asia

“The YouTube Ads Leaderboard celebrates the most creative ads and brands like DBS did just that. DBS’ Top 10 ranking speaks of the brand’s continued success in creating made-for-web content and creative work.”

- Google



Connecting with common interest groups & building relationships

>3m engagements, >2m game downloads – **DBS LiveMore Society**





Travel





F&B





Health & Fitness





Small Biz.



Leveraging passion points, ecosystems and gamification techniques




DIY







Motherhood






Entrepreneurship





Gaming/ coding





From Awareness to Acquisition

>5.6m 'Fans', >50% of total wealth leads – **DBS LINE**

Multiple engagement drivers including –

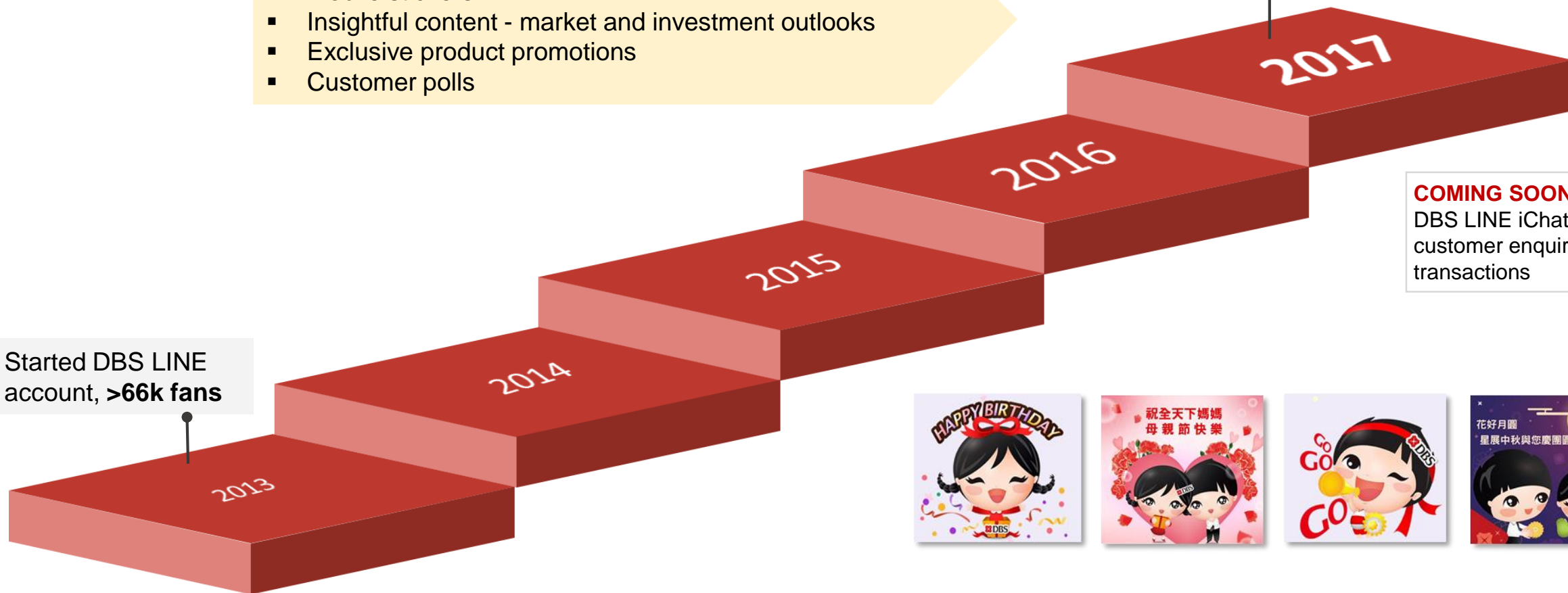
- Mobile stickers
- Insightful content - market and investment outlooks
- Exclusive product promotions
- Customer polls

As compared to 2015

- 1.5x increase in 'fans'
- 36x increase in wealth leads

COMING SOON:
DBS LINE iChatbot for
customer enquiries &
transactions

Started DBS LINE
account, >66k fans

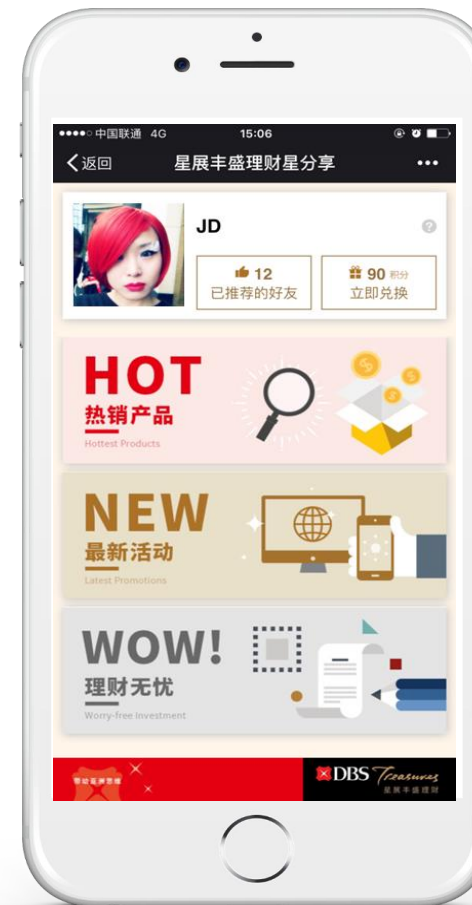


Content, Contextual & Community marketing

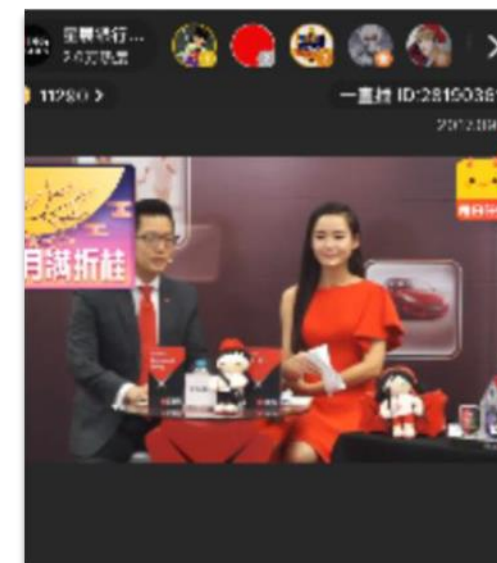
↓25% acquisition cost, 25% referrals from non-DBS customers – DBS WeChat



- Expanded 'top of funnel' by leveraging WeChat platform and providing richer content
- Utilised data/analytics to better understand content consumption patterns and sharing behaviours
- Rolled out >30 online acquisition campaigns in 12 months
- Increased interactivity & engagement via KOLs, livestreaming and gamification
- Introduced 'social currency' to incentivise sharing and networking; Tangibilised the 'social currency' – gifts, rewards & privileges



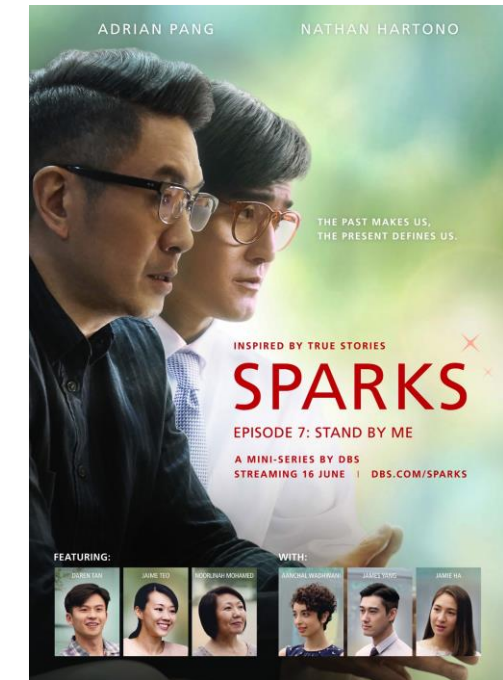
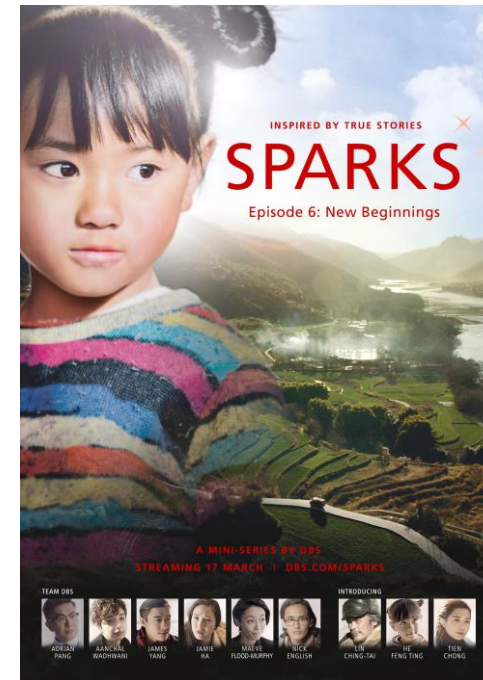
**DBS Treasures
Service account**



**Wealth IQ Reality Show
Livestreamed**
>7m views, >11m engagements

Going forward...

- 1 'Immersive marketing' vs 'Interruption marketing' – **Brand publishing**
- 2 Omnichannel experience – **'Phygital'**
- 3 Social / emotional / functional job-to-be-done – **Human experience**
- 4 Ecosystems & partnerships – **Network effect**
- 5 Data-driven, MarTech enabled – **Contextualised, Personalised & In-moment**





Reimagining Marketing

Karen Ngui
Group Head, Strategic Marketing
& Communications

17 November 2017

The presentations contain future-oriented statements, including statements regarding the Group's vision and growth strategy in the light of anticipated trends as well as economic and market conditions. Such statements necessarily involve risks and uncertainties, which may cause actual performance in future periods to differ from projections.

