

CASE STUDY: AL RAJHI

Industry: Financial Services

Making the world's largest Islamic bank relevant to a new generation

We began our relationship with Al Rajhi Banking and Investment Corporation way back in 2006. The largest Islamic bank in the region had a huge amount of brand equity in the region but they were struggling to appeal to the younger market that saw Al Rajhi as their parents' bank. Together with the new changes introduced into the financial sector, the bank was feeling vulnerable to competition from the well-known global banking brands. The Bank also recognised that in order to realise their aspirations to become a regional bank by expanding into Malaysia and the like they need well defined compelling brand for the future.



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What's in a name?

As the new guardians of Al Rajhi Bank, our job was to refocus and renew their promise of being a truly Islamic bank that provides real customer service. We also had to make the brand relevant to the broader regional banking market, while maintaining and growing the bank's loyal following in Saudi Arabia.

We began with the name. It was simply too long and not seen as customer-centric enough. So the first thing we did was to shorten it to Al Rajhi Bank in English and to Masraf Al Rajhi in Arabic. It was a small step, but along with the new icon and typeface, it signalled a new future for the bank.



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Elevated ranks

We didn't change the bank itself, but through our work we helped them to fulfil their potential and, for the first time, elevated them to the position of 69th best bank in the world.

"The new personality and image that The Brand Union has created, accurately reflects the bank and its mission, now and into the future." – Moh'd Aba Alkheil, Marketing and Branding Manager, Al Rajhi Bank

