

PRESS: THE BRAND UNION CREATES ART OF CAR



To adapt to changing customer needs, The Brand Union helped Al Hilal Bank extend their brand into auto sales and provide their customers with alternative and convenient ways of purchasing their dream vehicle.

Customers changing needs

In response to changing customer's needs, The Brand Union helped Al Hilal Bank extend their brand into auto sales and provide their customers with alternative and convenient way of purchasing their dream vehicle.

Customer Journey

The customer journey, from walking in, to driving out, delivered against the bank's brand promise of 'it's all about you'. The customer journey took you through an enjoyable and inspirational voyage that celebrates the car.

The Art

Unique and dynamic art pieces were displayed in the auto showroom which highlighted the inspirational art behind the car. This further delivered on the bank's brand promise by encouraging customers to interact and spend time in the branch by creating environments that are inspiring and enjoyable.

'The art pieces that were created for Al Hilal Bank's Auto is an illustration of what cars mean to different people; what they love about cars, what inspires them about cars and what they see as a reflection of cars. These pieces of art were transformed into truly bright ideas, beautifully crafted and displayed in various shapes and forms in the Al Hilal Bank's Auto Mall,' says Matthew Laubscher, Executive Creative Director.

The Campaign

A communication campaign was created to promote Al Hilal auto sales and finance offering. The message centred on 'Walk in, drive out'. Customers were invited to bring their documents, choose their car, process all forms and drive out, all in 60 minutes.

Following the opening, Al Hilal Bank also provided 0% down payment and 4% profit rate as an introductory offer to customers who bought their car during a four-day car festival event.

The Al Hilal Bank car showroom is located at the Al Sahel Towers, mall branch in Abu Dhabi.