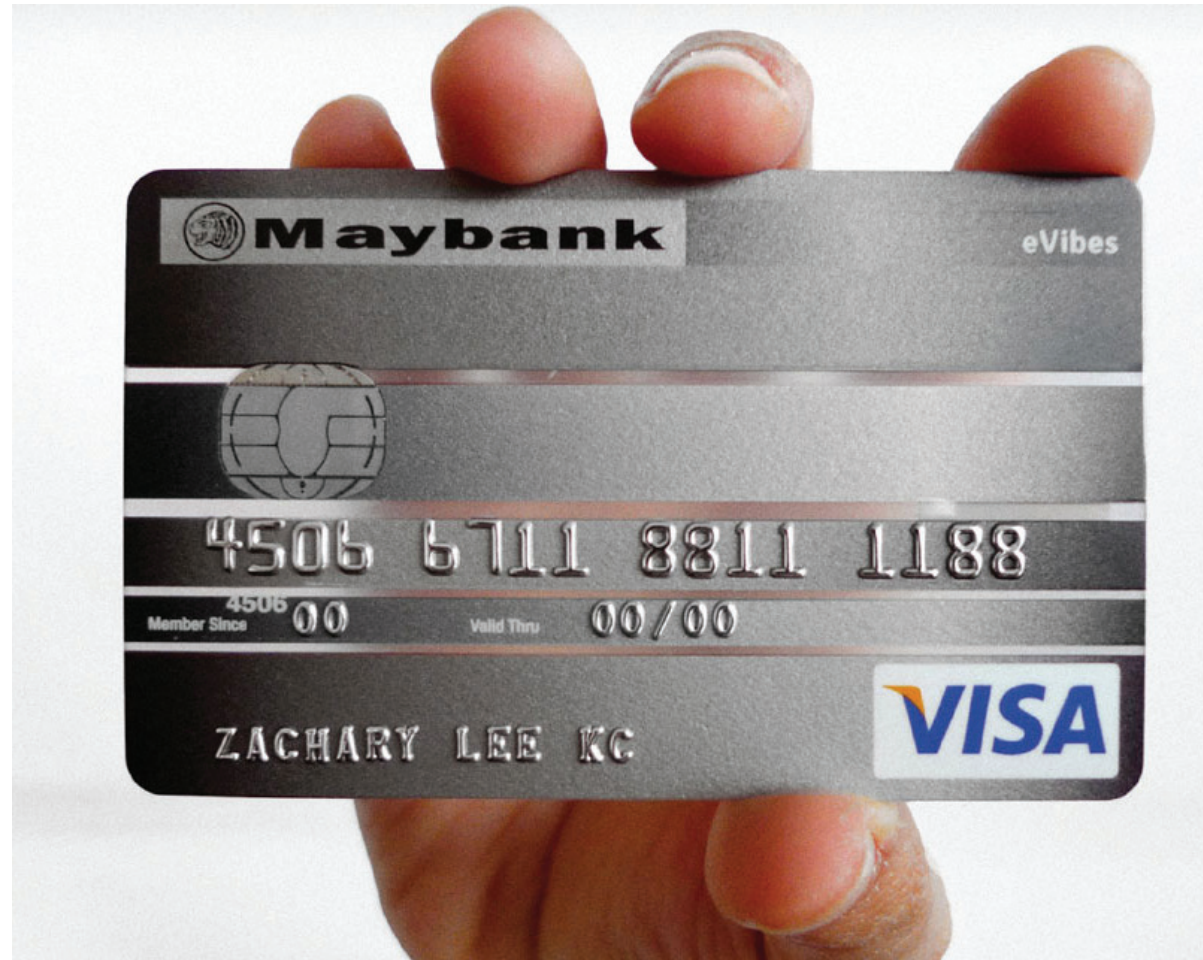


## CASE STUDY: MAYBANK

Industry: Financial Services

### Plastic fantastic

The introduction of the EMV (Europay, MasterCard and Visa) chip to Singapore in 2010 gave banks there an opportunity to redesign and relaunch their card products and seize extra market share. In a hugely competitive retail-banking sector no segment was more challenging or critical than students and young PMEBS, who also represented the greatest opportunity for lifetime loyalty and value. However, this audience was also the most fickle and demanding in their choice of plastic card. And so we were tasked with creating a design for Maybank's new eVibes credit card. The challenge: in a sea of lookalike credit cards with undifferentiated benefits and brand communications, our design would play a key role in Maybank standing out from the crowd and appealing to the values and tastes of younger consumers.



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### A category-breaking approach to card design

A visual audit of the market revealed that the approach of most banks to card design for this segment was narrow and self-referential, and that young consumers deserved something that celebrated their life-stage and individuality, rather than seeing it as a stepping stone to conformist adulthood.

Our approach was not just to design a card-face, but to seamlessly reflect design cues from products in other categories that our audience found desirable and inspiring. It would be a revolt against over-designed, patterned cards that dictate a 'youthful persona', instead we would design a card that offered a different perspective, challenging both category conventions and existing production capabilities.



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### New look, new voice

The result for eVibes was a radically different card design that stood out from the crowd and invited younger consumers to interact with their bank in a completely new way. The cues taken from modern design classics ensured that the design would remain both timeless and cutting edge. Inspired by unique contemporary design, Maybank used its new card as a platform to speak to young adult consumers in a relevant and more involved way, using branded digital displays employed in destination shopping malls across Singapore. With our help, Maybank was suddenly talking the same language as this critically important target audience.

*"They're great to work with. There's great meeting of minds between agency and client. They put in a lot of thought into the design. They are able to provide effective solutions ... just when you thought you've seen a great idea, they surprise you with an even better one!"* – Israel Chai, Head Marketing Communications, Maybank

