

THE “PRIVATE BANKING” BRIEF



Brought to you by



Nurturing creativity, driving diversity.

YOUR BRIEF

Create a campaign promoting private banking to the next generation of entrepreneurs.



WHAT DO I NEED TO DO?

Coutts



We want you to create ways to promote private banking to the next generation of entrepreneurs. Ultimately, you should create a presentation to show Coutts that you have understood the brief and explain why you think your creative ideas will work.

1. Research Coutts and then cross-examine this brief
2. Devise loads of ideas, then pick your best one.
3. Think about what would make future entrepreneurs take an interest in private banking
4. Develop and produce a proposal for this idea.
5. Present your thinking and your idea in a slick way.



WHO ARE COUTTTS?



- ✦ You may not have heard of Coutts, and that is because they are very different from most high street banks.
- ✦ Coutts is a UK private bank and has a long standing reputation for outstanding client service. This is built around a personal relationship the bank has with each of its clients .
- ✦ Much more than a traditional bank, Coutts aims to simplify the complexities of wealth, advising clients about the best ways to manage their money and exploring the opportunities it offers.



A LITTLE ABOUT COUTTTS' CLIENTS



Why is Coutts different?

To be eligible to open a Coutts account you must have a minimum of £1,000,000 cash to invest or £5million net assets, such as property — and even then you are only admitted on a strict selection basis. Unlike the majority of High Street banks, Coutts charge for their services.



So why do people bank with Coutts?

Coutts clients are exceptional people who need exceptional service. They choose Coutts for its personal approach. In return for their money, clients and businesses receive individual advice to help them manage and distribute their money effectively. For example they help footballers to ensure that they are investing their money and ensuring that when they retire, they have enough.

A LITTLE ABOUT COUTTS' *Coutts* |

CLIENTS

Exclusivity

People also bank with Coutts because it is exclusive, which makes it more desirable. Not everyone can bank with Coutts. Those that bank with Coutts sit among the most rich and famous people in the UK. Coutts has always been a forward-looking and well-connected bank. It manages the wealth of all sorts of people from pop stars to business leaders, chief executives to sporting heroes.



YOUR TARGET AUDIENCE

You need to target **young entrepreneurs**, so do a bit of thinking around who they are, what they like and how you might grab their attention with your campaign.

Entrepreneurs around the world are becoming younger every year and Coutts is looking for a great idea to help it to attract and communicate with these young business people.

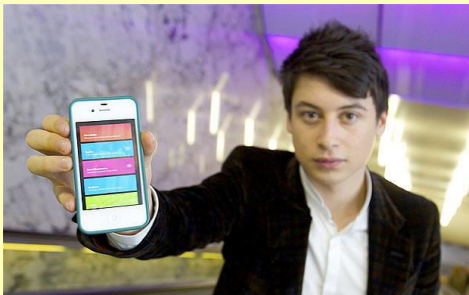
Think about the characteristics of your target audience...

- Innovative
- Risk taking
- Tenacious
- Self promoting
- Cutting edge
- Business leaders
- Future facing
- Go getting
- Inventors
- Problem Solving
- Self believing
- Opportunistic



EXAMPLES OF YOUNG ENTREPRENEURS

Nick D'Aloisio, 17, developed the app, called Summly, while revising for his mock GCSEs in 2011. Nick received almost \$30 million for the app which condenses news articles into three key paragraphs that fit onto an iPhone screen.



David Karp, 26, is an American web developer and entrepreneur. He is the founder and CEO of the short-form blogging platform Tumblr. On May 20, 2013, it was announced that Yahoo! and Tumblr had reached an agreement for Yahoo! to acquire



Helen & Naomi two Cardiff based young entrepreneurs tapped into the huge popularity of cocktails. They developed frozen cocktails in a pouch. The two friends, 26, managed to secure a deal to supply 100 Sainsbury's stores.



HOW TO MARKET TO YOUNG ENTREPRENEURS



How do Coutts advertise?

Have you ever seen any Coutts marketing? That is because their marketing and advertising reflects their clientele and ensures that Coutts remains exclusive. They only advertise in the places that the richest and most famous people go to.

Your job is to find out the best place to market to young entrepreneurs. Think about where they go and the types of media they'll consume.

HI, ACHIEVERS.



WHERE EXCEPTIONAL
IS THE RULE

NEXT STEPS...

It's now time to put all of your work in a presentation so that Coutts can see what you have done. Let us see your idea in full. Include as many images and sketches as possible.

Make sure you include all the work you have done from beginning to end. Showing us the research you have done and explaining why you have made the choices you have made regarding design, tag-lines et cetera.



Make sure you include the following:

- Your research of Coutts and your target audience.
- What inspired you?
- Your idea development.
- Explain why it suits the target audience.
- Explain why you think your idea would work.

WHAT'S IN IT FOR YOU?

- ✦ The best entries will be invited to pitch their ideas face to face with the Coutts and CHI & Partners team (along with the Ideas Foundation) in CHI & Partners' awesome offices.
- ✦ The winner will get £100 of vouchers & a place on The Ladder, The Ideas Foundation's exclusive progression group of aspiring creatives who get access to creative industry opportunities, projects and networks.
- ✦ Anyone who takes part in the competition gains valuable skills and experience that they can add to their CV:

- proactivity
- research skills
- creative thinking
- enterprise skills
- links to industry



FINAL STEPS...

When you are happy with your presentation, it's time to upload it on to www.iamcreative.org.uk so that Coutts and their creative agency can look at your ideas.

Please email ideas@ideasfoundation.org.uk to let us know your entry is up!

If you make a film, please upload it to YouTube and put the link in either the presentation or description box on the I Am Creative website.



GOOD LUCK!

REMEMBER:

You must upload your work on to the I Am Creative website
and email

ideas@ideasfoundation.org.uk

to get your entry seen and entered into the competition.

www.iamcreative.org.uk

