
Standard Bank
Sales & Service Awards 2020
Concept Document
23.10.2020

Creative Strategy

OBJECTIVE

Celebrate the top achievers in Sales & Service, who have produced exceptional results during a very challenging year.

From the new Brand Positioning Guide:

OUR CHARACTER: A positive force in the world. We are curious, bold & inventive.

OUR PEOPLE ARE: Dreamers who make the choice to act on their dreams



INSIGHT

The challenges of COVID19 have shown us who people really are.

Surviving and thriving during this “new normal” takes more than skill and hard work. It takes resilience, courage and strength of character.

Theme Development

KEY CONCEPTS

Resilience

Strength

Elite / Recognition

Courage

Bold

Brave



ONLY
THE **BRAVE**
Sales & Service Awards 2020

Standard Bank **IT CAN BE™**

Look & Feel

LOOK & FEEL

Celebrating South African resilience

The Sales & Service Awards recognises excellence and - in 2020 - the courage and resilience of the top teams.

Our visual treatment includes iconic South African patterns in bold and striking designs, aligned with Standard Bank's new style guide.



01

Build a coherent
brand across the
continent.

02

Create a vibrant
and bold brand.

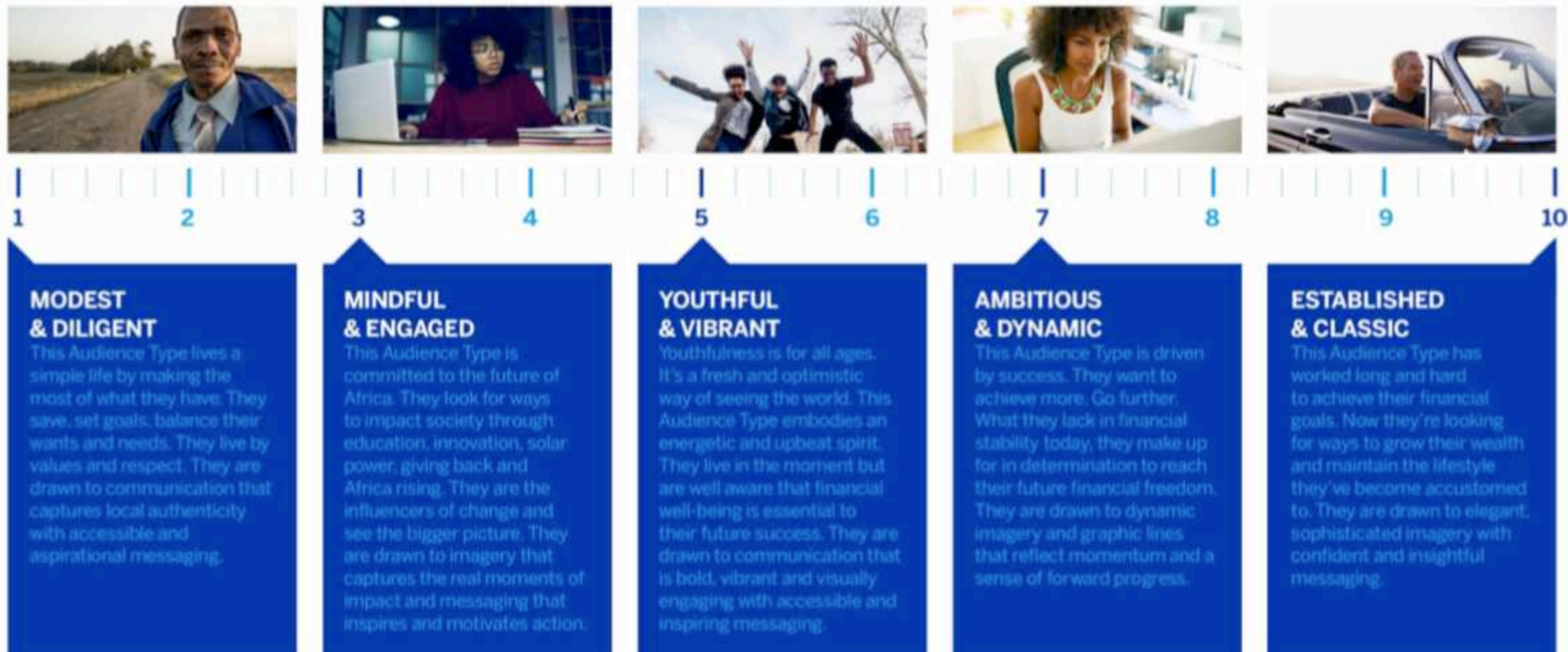
03

Beautifully
designed.



STYLE SPECTRUM.

STEP 1 / IDENTIFY.



Nuancing Assets for Audiences

Step 1 /
Identify your audience type.





STYLE SPECTRUM. STEP 2 / AMPLIFY.



Nuancing Assets for Audiences

Step 2 /
Amplify the relevant
brand assets.



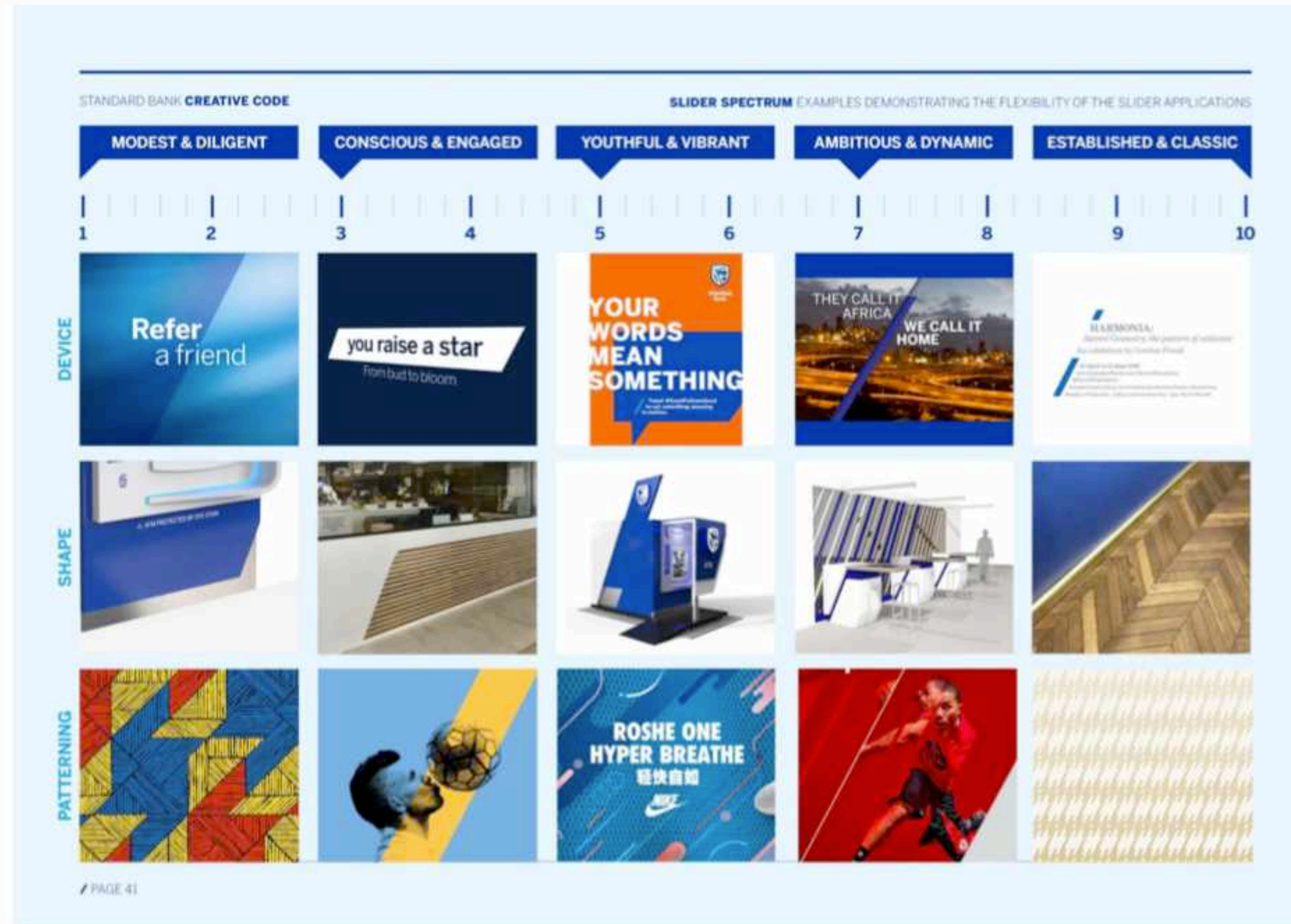


BRAND ASSETS

CORE ICONIC ASSET (THE SLIDER)

The Slider

The slider is our core iconic brand asset. We have invested substantially in the establishment of this asset in touchpoints along the full customer experience.





BRAND ASSETS

CAMPAIGN DEVICE (DREAM-CATCHER)

BRAND REFRESH MINI GUIDELINES CAMPAIGN DEVICE CONSTRUCTION



X-Height

X-Height = B-Height (Standard Bank wordmark height)

Campaign device size

Width and height are dynamic and can vary depending on format and application, as long as line weight and angles are maintained as per these guides.

Campaign device line weight

Line weight = B-Height

Campaign device angles

All angled lines and edges must follow a 27° angle.



The Dream-catcher

The dream-catcher is a dynamic and bold evolution of the slider created to launch 'IT CAN BE'.

Use this expression of the slider as much as possible. Note however, when not relevant, look for opportunities to introduce the slider into your executions. Never use the two together.



STANDARD BANK
CREATIVE STYLE GUIDE

Version 1.0



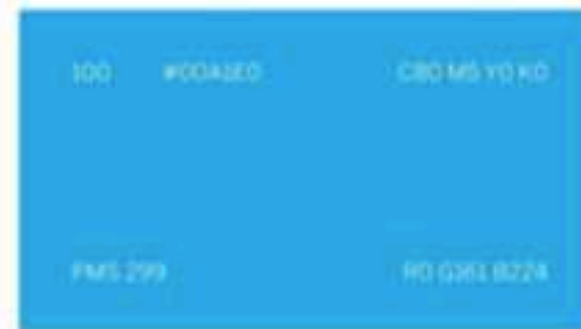
BRAND ASSETS

COLOUR (PRIMARY)

BRAND REFRESH MINI GUIDELINES PRIMARY COLOURS



SBG Blue



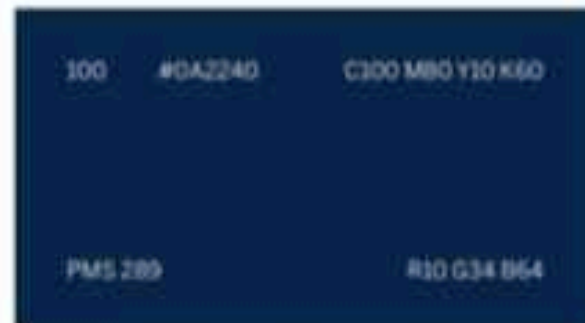
SBG Progress Blue



SBG Bold Blue



SBG Vibrant Blue



SBG Stature Blue



White



SBG Primary Gradient 1



SBG Primary Gradient 2



SBG Primary Gradient 3

Primary Blue's

Two additional blues have been included – Bold and vibrant blue.

They can be used as flat or as a gradient blend.

NOTE: CMYK and Pantone breakdowns to be included.





BRAND ASSETS

COLOUR (SECONDARY)

Secondary Gradient Blends

Vibrant gradient blends have been introduced.

BRAND REFRESH MINI GUIDELINES
NEW EXTENDED PALETTE
(GRADIENTS)



BRAND ASSETS

COLOUR (SECONDARY)



Secondary Gradient Blends

Not all gradients blend naturally into blue.

Use only the specified colour gradient combinations.

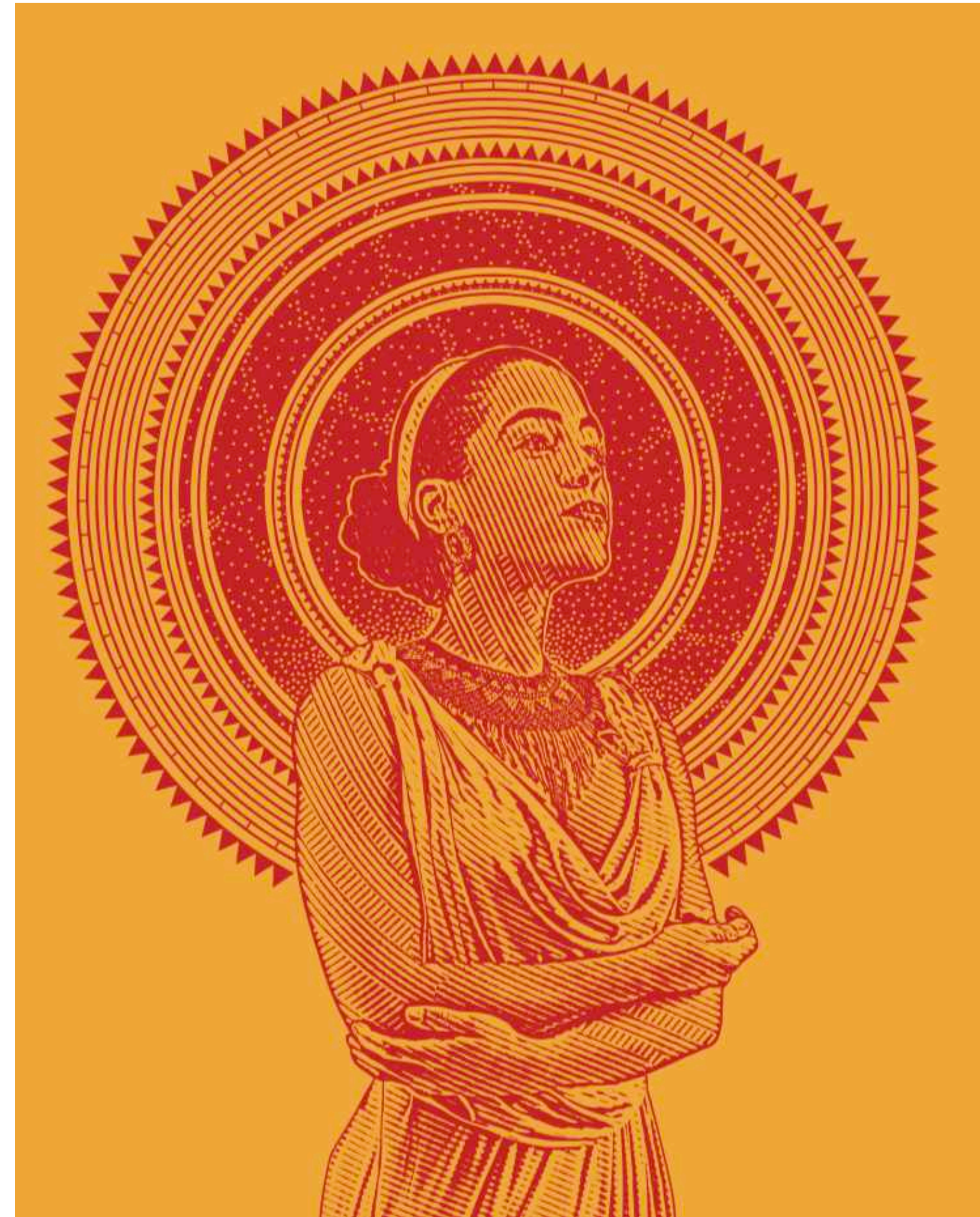


BRAND REFRESH MINI GUIDELINES NEW EXTENDED PALETTE (GRADIENTS)

Gradient Blends into Blue

Only a limited number of colours blend naturally into blue, and as such, only these colours can do so. Use these when you'd like to increase the amount of blue in your overall colour balance.





Circular Shweshwe-style patterns add a uniquely Southern Africa flavour



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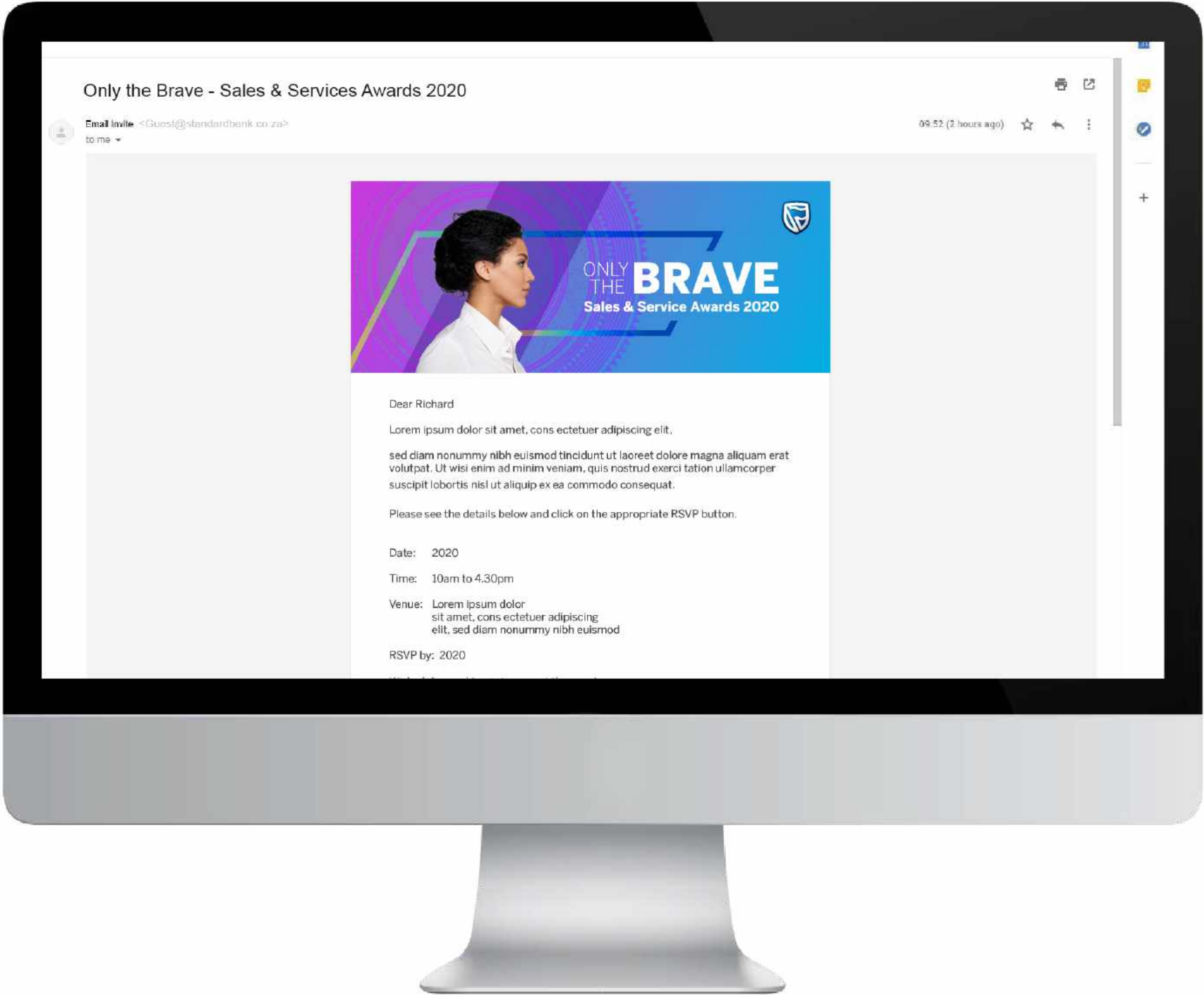
ONLY THE **BRAVE**


Sales & Service Awards 2020

Guest Experience

Email Invite

The email invite launches the theme, and includes a R250 mobile money voucher for snacks.





Dear Richard

Lorem ipsum dolor sit amet, consectetur adipiscing elit,

sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Please see the details below and click on the appropriate RSVP button.

Date: 2020

Time: 10am to 4.30pm

Venue: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

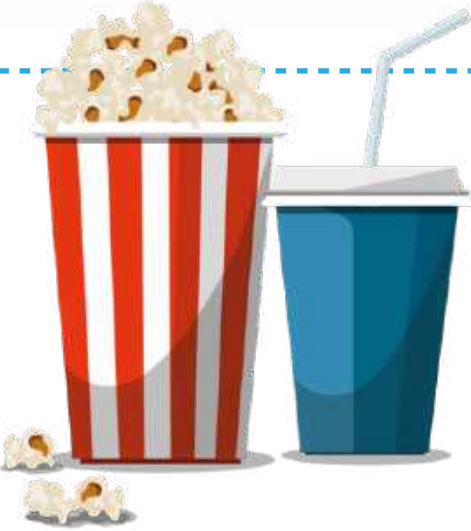
RSVP by: 2020

We look forward to seeing you at the event.

GET SNACKS FOR THE SHOW

Redeem your **R250 Mobile Money voucher** now

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vel egestas quam. .



Standard Bank **ITCANBE.**

Email Sequence

PRE-EVENT

INVITE

- Theme reveal
- How it will work (Blue Jeans, dress up, etc)
- Call for photos and lockdown videos
- Mobile Money voucher

AIDE MEMOIRE

- Reminder
- How it will work
- Call for photos and lockdown videos

DAY BEFORE

LINK TO JOIN

- Reminder
- How it will work
- Link to join

POST-EVENT

THANK YOU

- Thank you message from leadership
- Encouragement to keep up great work

VIRTUAL STRATEGY

From virtual event to virtual EXPERIENCE

We aim to create a multi-dimensional experience – including **high production value broadcasts, and meaningful connection and interaction.**

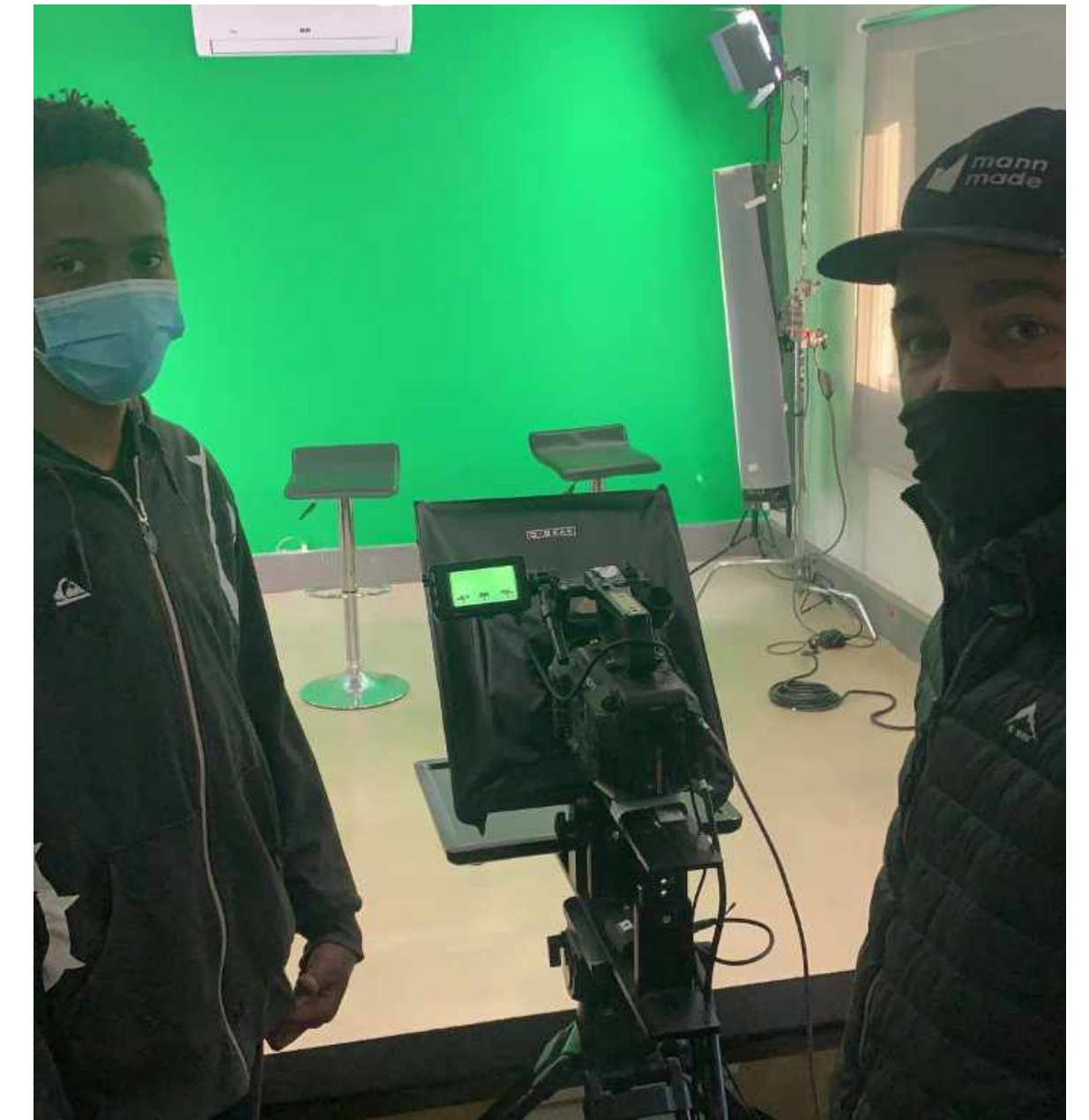
GUEST EXPERIENCE

Online broadcasts

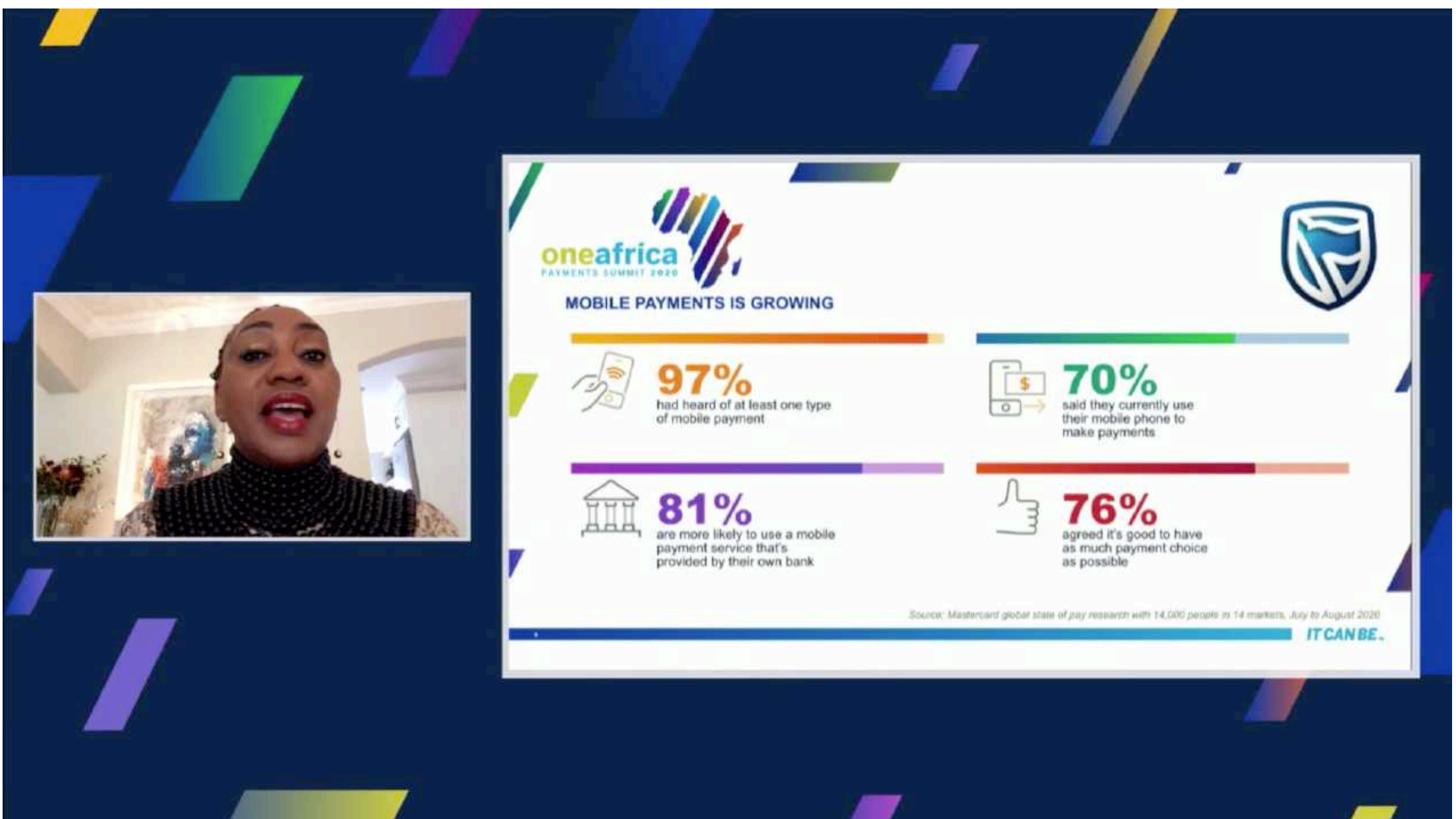
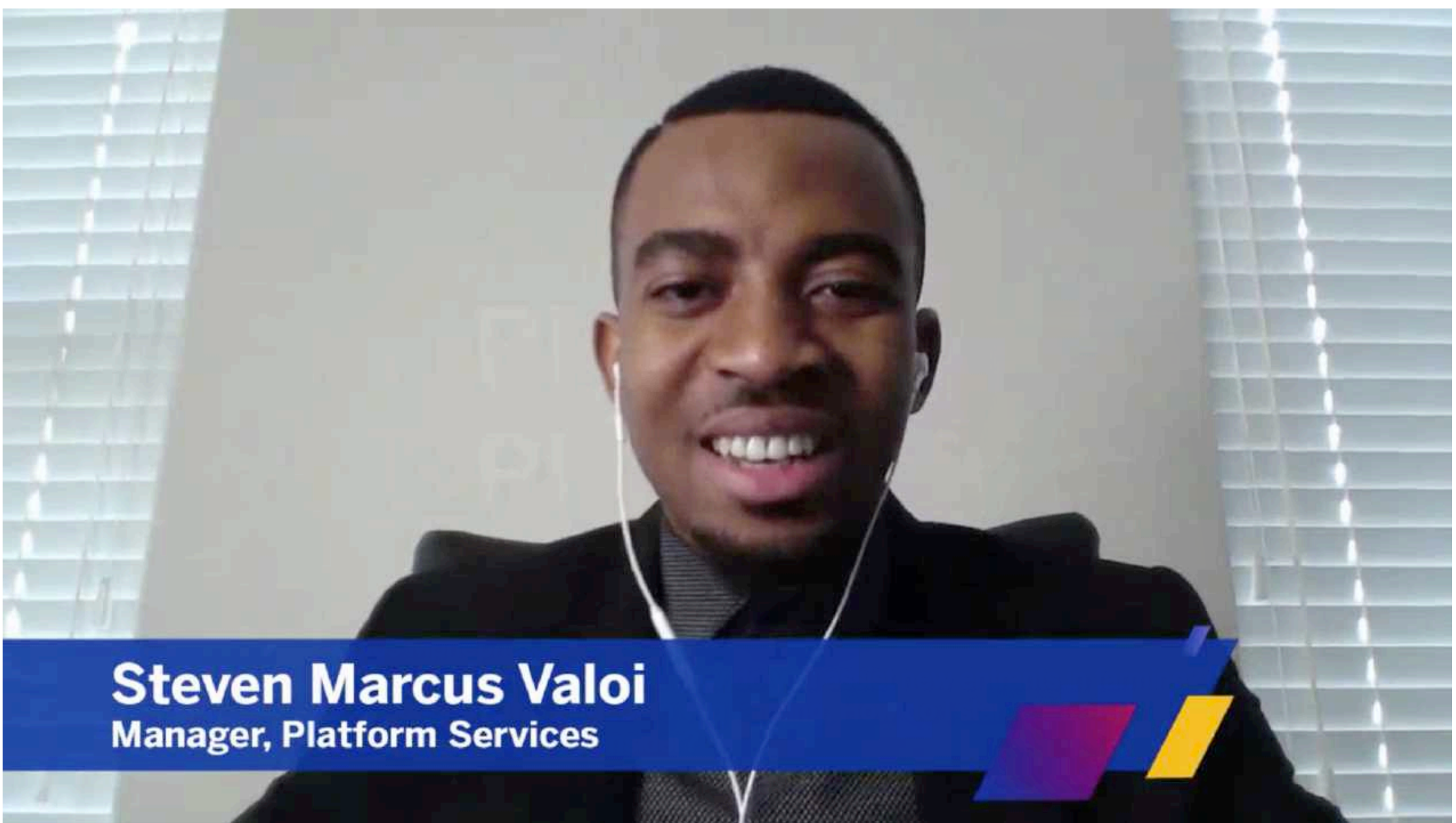
The Mann Made team are experts at delivering **high production value online broadcasts**.

The broadcasts include:

- **Seamless vision mix** cutting between featured guests, pre-recorded content and live video grids
- **Live titles, animation and transitions** designed in the awards look and feel
- **Integration with Blue Jeans** - the vision mixed feed runs directly into Blue Jeans



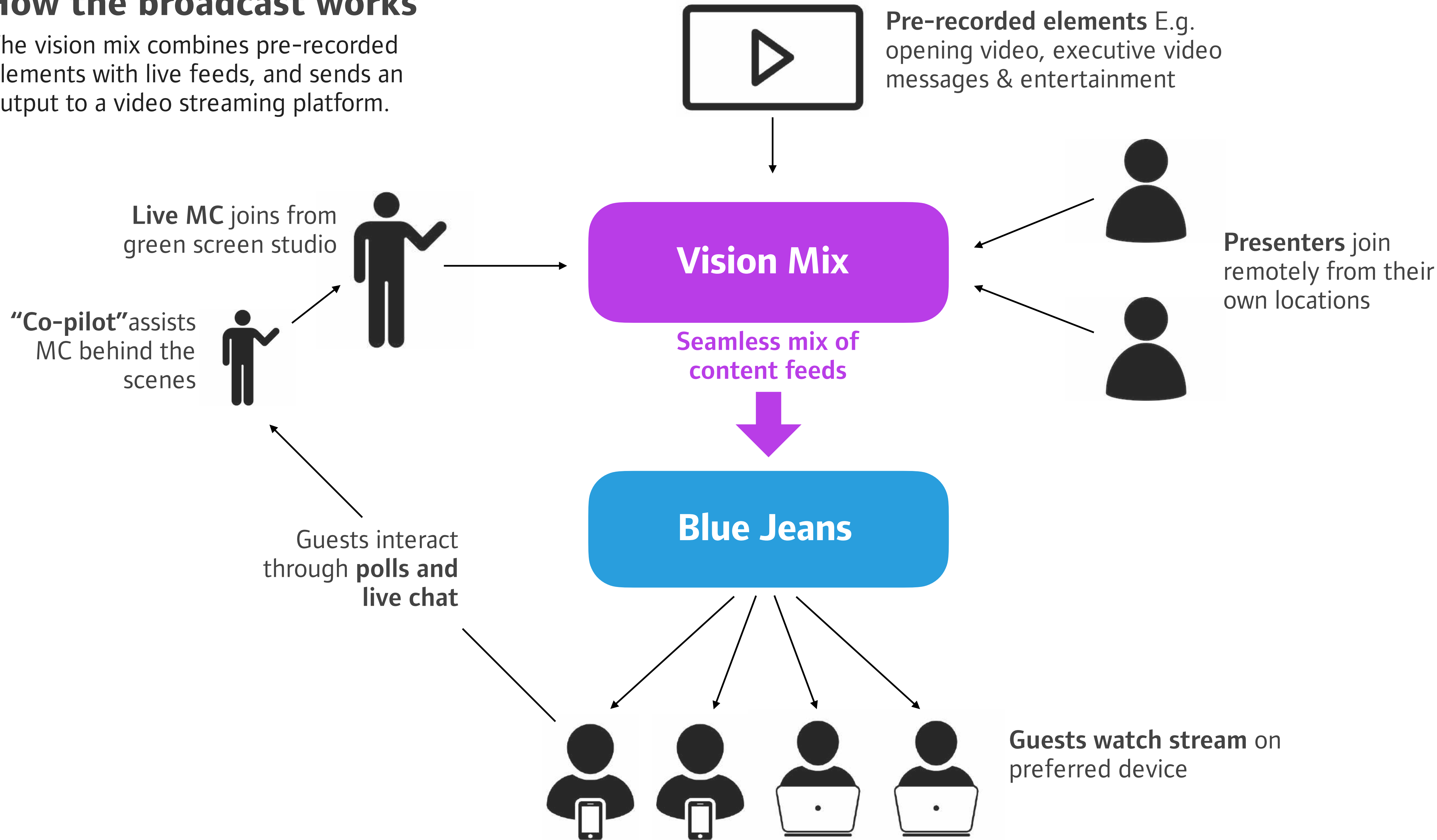
An online broadcast delivered by Mann Made



Mann Made's online broadcasts include live green screen backgrounds, title overlays, video grids and pre-recorded elements

How the broadcast works

The vision mix combines pre-recorded elements with live feeds, and sends an output to a video streaming platform.



Broadcast Countdown

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BROADCAST STARTS IN **00:00:00**

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Sales & Service Awards 2020



How do we select **TOP PERFORMING PROVINCE?**

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Integer vel egestas quam..

BROADCAST STARTS IN **00:00:00**

Broadcast Countdown

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Sales & Service Awards 2020



Working from home in Zwazulu-Natal

BROADCAST STARTS IN **00:00:00**

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GUEST EXPERIENCE

Opening video

The high energy opening video sets the scene for the event, showing the courage and character of the nominees.

- **The Challenge** - We set the scene of the challenge of the global COVID19 pandemic
- **Talent & Resilience** - We show the Card team in lockdown - with kids and pets, doing hobbies, working out and working together on MSTeams
- **Only the Brave** - We close with a call to action: let's keep up the momentum. We show an epic animation of every nominees' profile image, cropped into a slider shape, coming together to form the Only the Brave.







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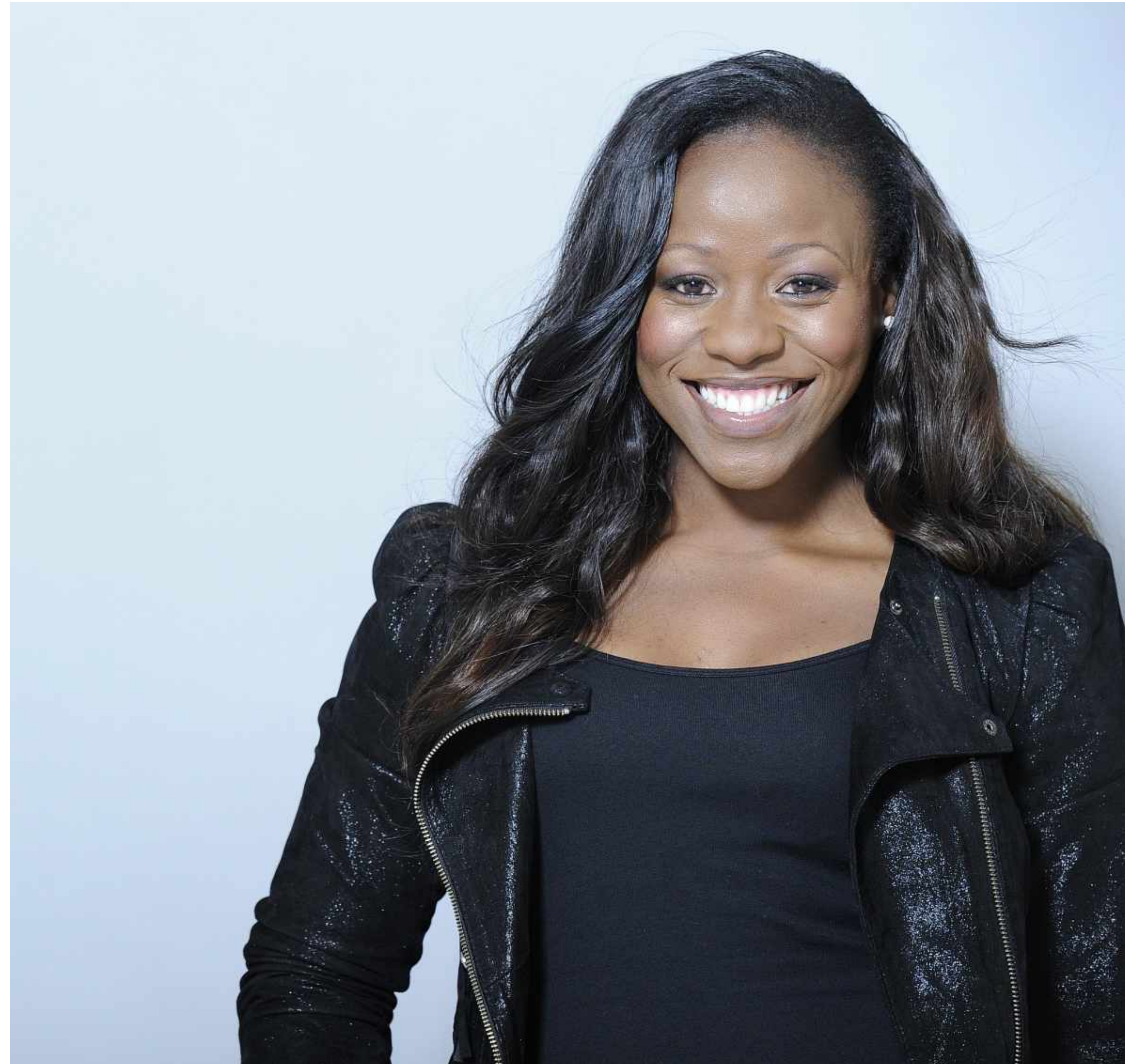
MC

Kinalma Bashman

Kinalma Bashman is an eminent and enthralling Entertainer, who utilises every card in her dynamic deck, to extend her talents across a vast realm of Performance.

This Port Elizabeth Prodigy recognised her innate talent at a young age, and, determined to get her voice and face hailed as a household brand; Kinalma deemed the sky her limit.

Starting out in Studio, Kinalma's signature sound was pioneered on Bay FM, and soon, a vocal talent was born. Captivating crowds with her velvety voice and vivaciousness, Kinalma's horizons were broadened, and certainly not a face for radio this fresh-faced "Star in the making" took to the stage, microphone in hand, to emcee and infotain audiences at Boardwalk Casino.



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LINCOLN MALI

Head, Group Card and Payments
Standard Bank Group

GUEST EXPERIENCE

Category intros & winner announcements

Each category is introduced by a different leader, who sets the scene and explains why the nominees are so deserving of the award.

The leader announces the winner, encouraging colleagues to turn on their mics and applaud.





TOP PERFORMING **COMMERCIAL CONSULTANT**

TOP PERFORMING **COMMERCIAL CONSULTANT**



Name Surname
Province

Name Surname
Province

Name Surname
Province

Name Surname
Province

Name Surname
Province

Name Surname
Province

TOP PERFORMING
**COMMERCIAL
CONSULTANT**



NAME
SURNAME

Designation
Standard Bank Group

ENTERTAINMENT OPTIONS

Black Motion

Flying the flag for Tshwane, the house music capital, Black Motion formed in early 2010 when Robert Mahosana (DJ Murda) and percussionist Thabo 'Smol' Mabogwane decided to work together. The partnership quickly began to yield fruit, with their music earning widespread radio play and being featured several local compilations. Their breakthrough came with the hit 'Banane Mavoko' (clap your hands) featuring the late Jah Rich. They've also worked with names such as DJ Oskido, DJ Mthi, QT and vocalist Bantu Soul, among many others. On stage, Black Motion makes use of vocalists and keyboard players to support their DJ and percussionist act.

<https://www.youtube.com/watch?v=zHEc9uA2Zmw&t=276s>



R30K Ex.VAT and Technical Rider

LAB
LONDON



Coors
LIGHT

Mafikizolo

Mafikizolo is a South African singing duo formed in 1990's consisting of Theo Kgosinkwe and Nhlanhla Nciza. They are multiple times winners of the South African Music Award, including the awards for Best Duo or Group of the Year.

<https://www.youtube.com/watch?v=fFyE96tziqg>

https://www.instagram.com/mafikizolo_africa/



R120K Ex.VAT and Technical Rider



THE ROOTS
AFRICA DAY
A DIASPORIC CELEBRATION

The Muffinz

<https://www.youtube.com/watch?v=AtwITBiOTrw>

<https://www.instagram.com/themuffinzmusic/>



R50K Ex.VAT and Technical Rider

Micasa

<https://www.youtube.com/watch?v=Kr7m60cl3fs>

<https://www.instagram.com/micasamusic/>



R85K Ex.VAT at MM Studios
R115K Ex.VAT at their own studio
Excludes Technical Rider

DJ Zintle

<https://www.youtube.com/watch?v=aEWNNjiZBRk>



TBC

RUNNING ORDER (120 mins)

Countdown to broadcast

Opening Video

Opening Address

CATEGORY 1

CATEGORY 2

Entertainment Break

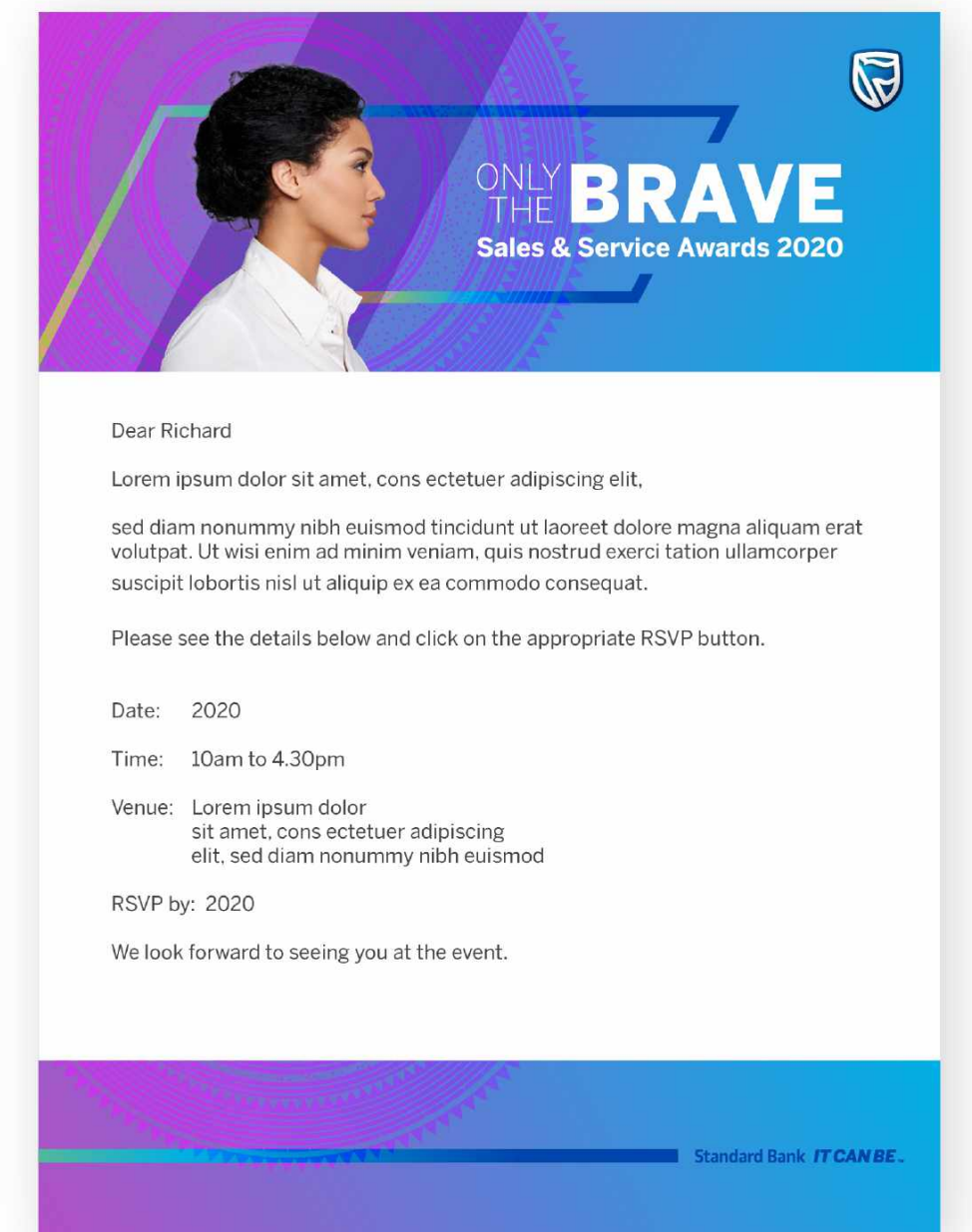
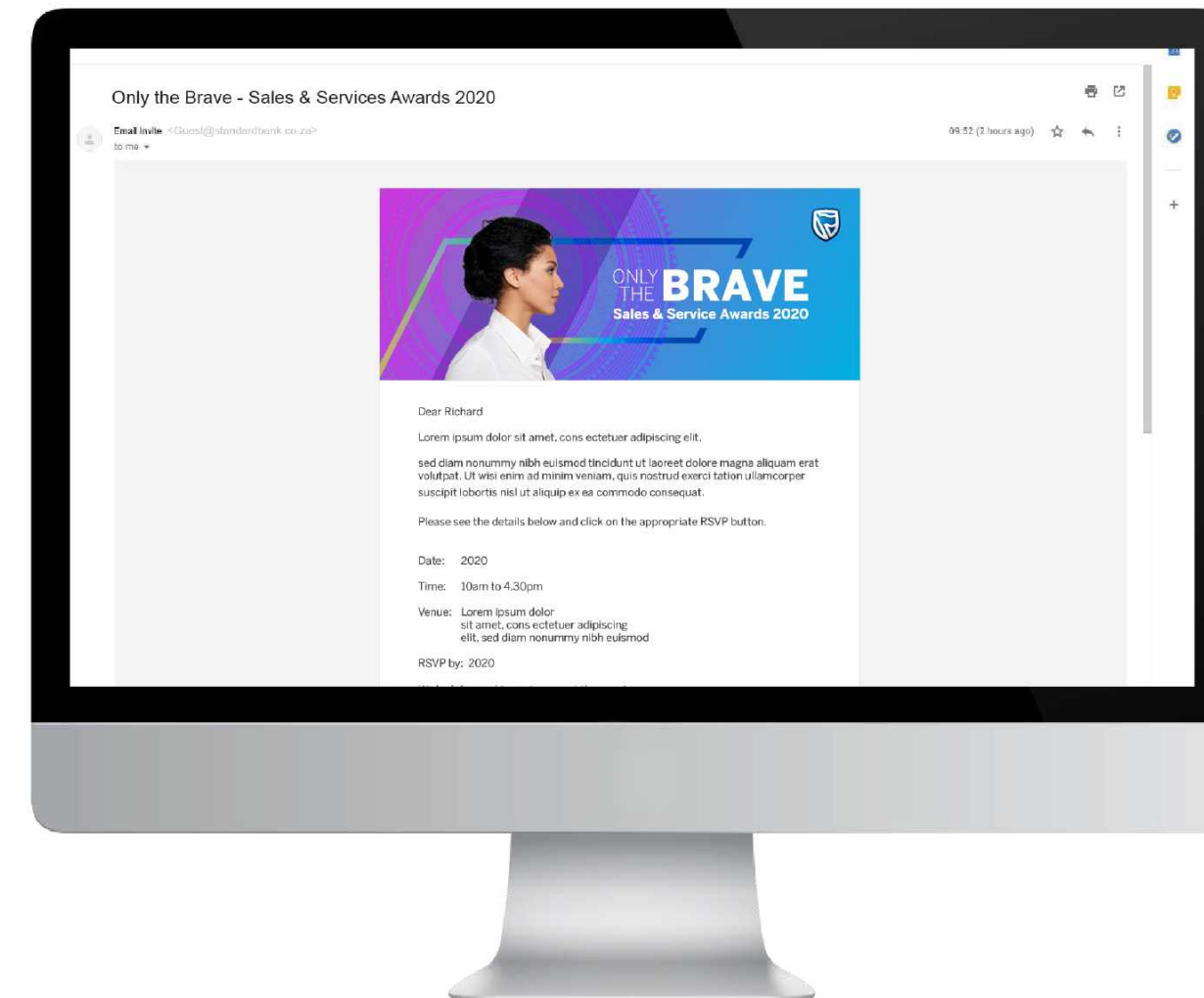
CATEGORY 3

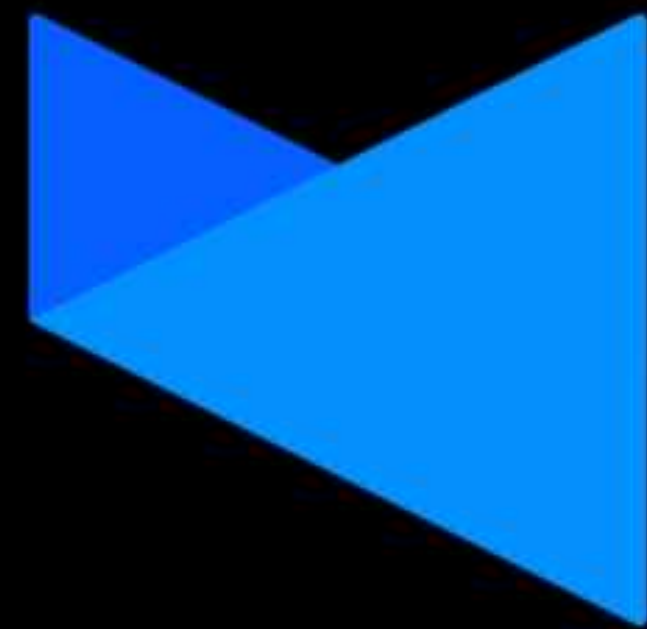
CATEGORY 4

Closing Address

Entertainment plays out

Summary





mann
made