

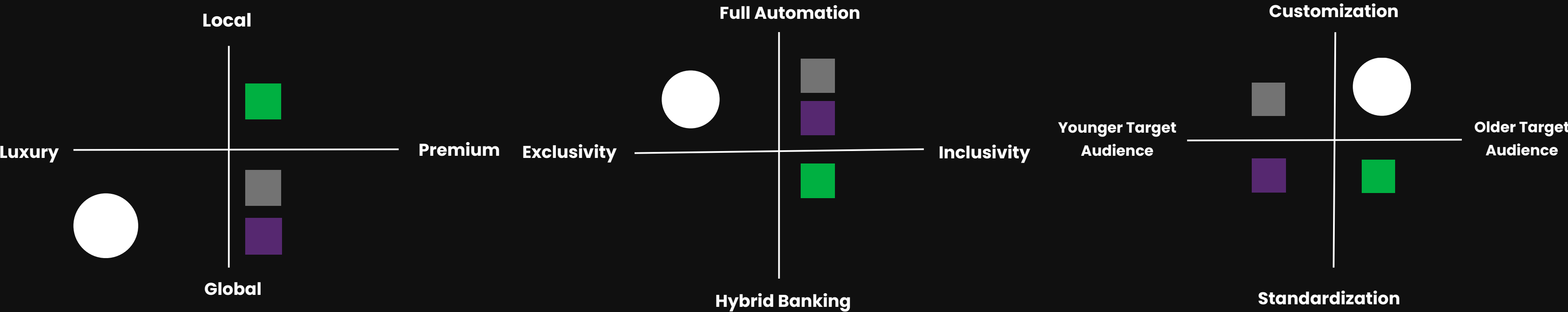
# Credit Cloud

## Brand Strategy Proposal

Ng Pei Ying 2204390E  
Assignment 2

Assignment 2

Reasearch



## Assignment 2

Research



Customization +  
Older Target  
Audience

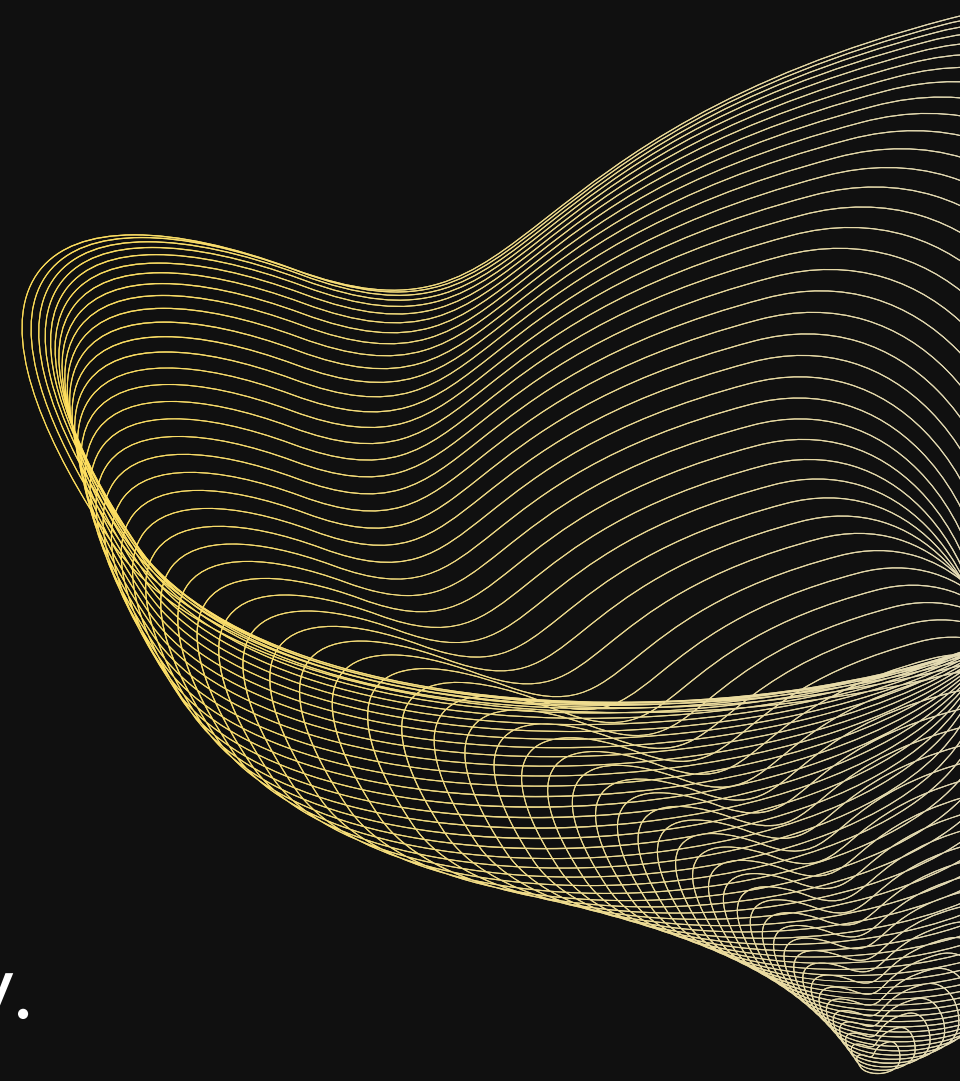
Luxury + Global

Exclusivity + Full  
Automation



## **Strategic direction statement**

To be the top provider of banking services, by delivering first-class and highly personalised services internationally. To achieve our goal, we have to be consistent in building long-term relationships and innovations.



Assignment 2

Reasearch

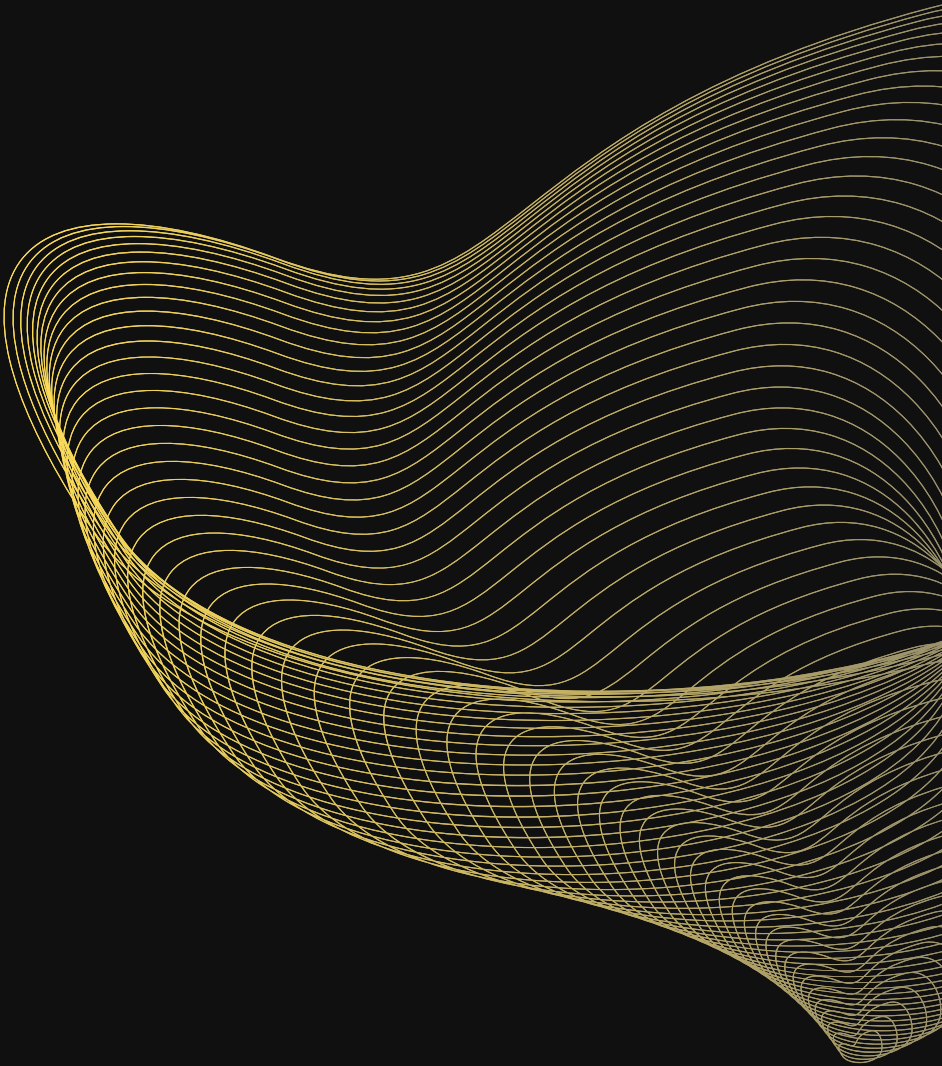
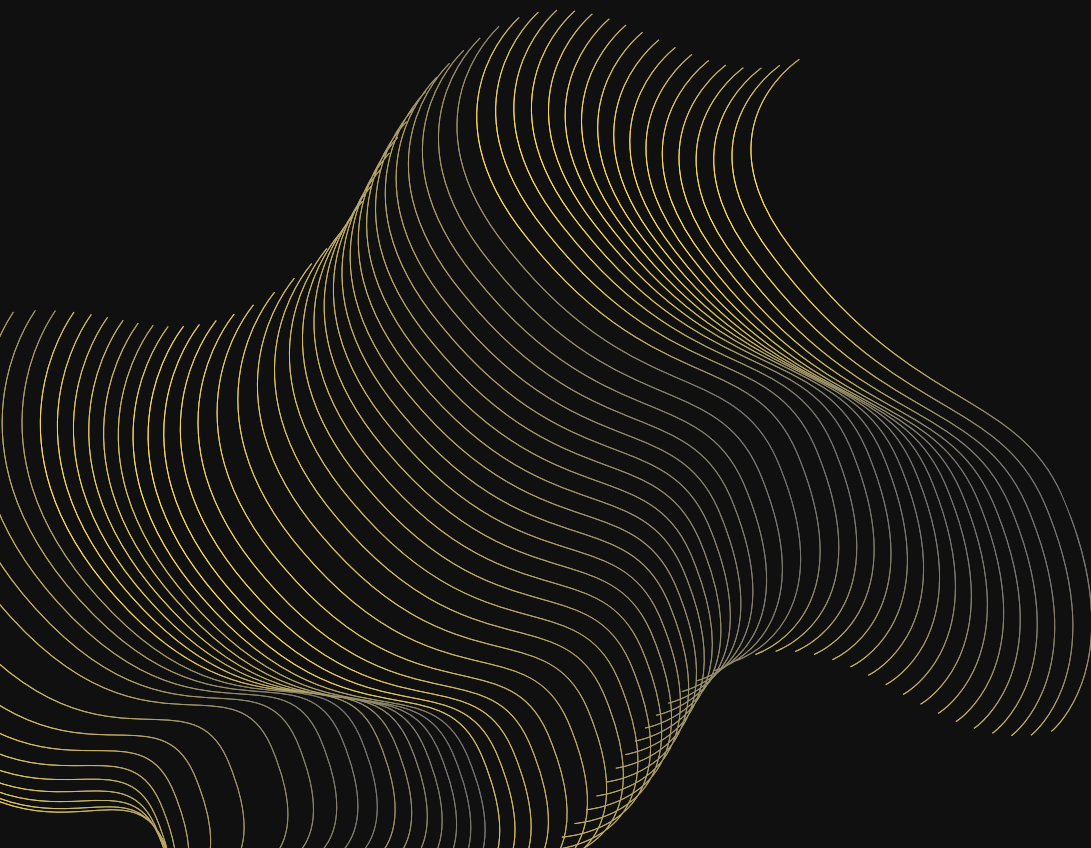
Whitespace  
Strategy

Proposed  
Brand Name

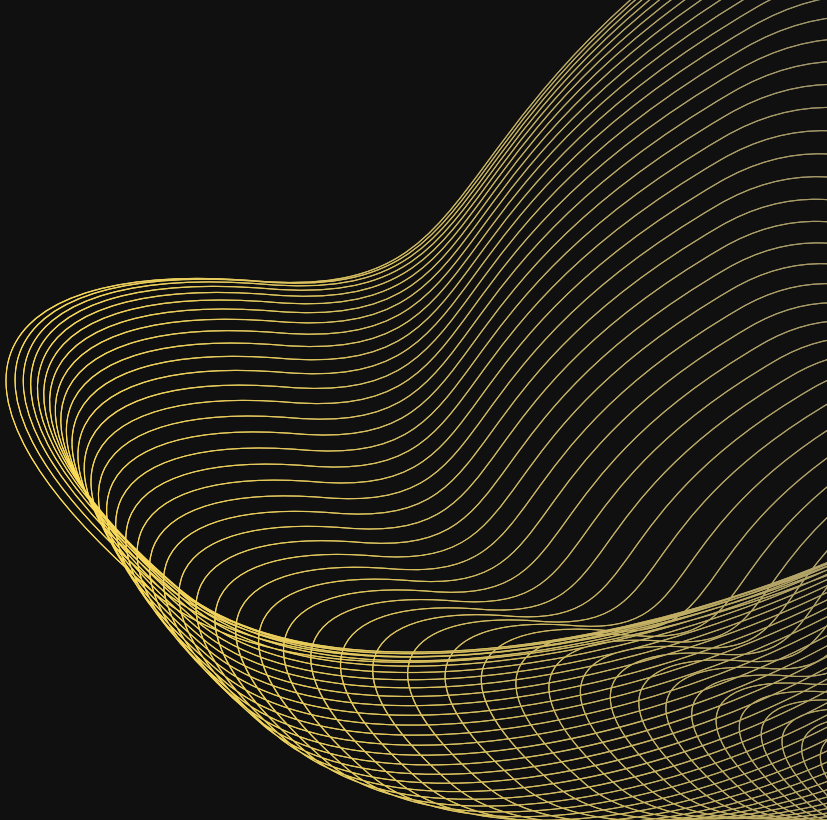
Credit Cloud

Finances

Freedom







# Positioning

For High Net Worth individuals, Credit Cloud is the Digital Banking Service that delivers first-class personalized service, by assigning a private banker to cater to each individual, for their needs. Unlike Revolut, our CreditCloud is Professional, Trustworthy, and Innovative, and takes in the uniqueness of each client's goal. This is what makes us CreditCloud, exceptional.

## Drivers

- Streamlined process for Convenience
- Transparency interactions
- Strong Security

## Tagline

Accessible with ease

## Assignment 2

Research

Whitespace  
Strategy

Proposed  
Brand Name

Blueprint

# Story

As a bank that specialises in exclusivity, our Brand was built around the purpose of serving High Net Wealth Individuals.

We recognise that Banking is not just about transactions, it's about people and their financial lives.

At CreditCloud we are determined to achieve your financial goals alongside with you.

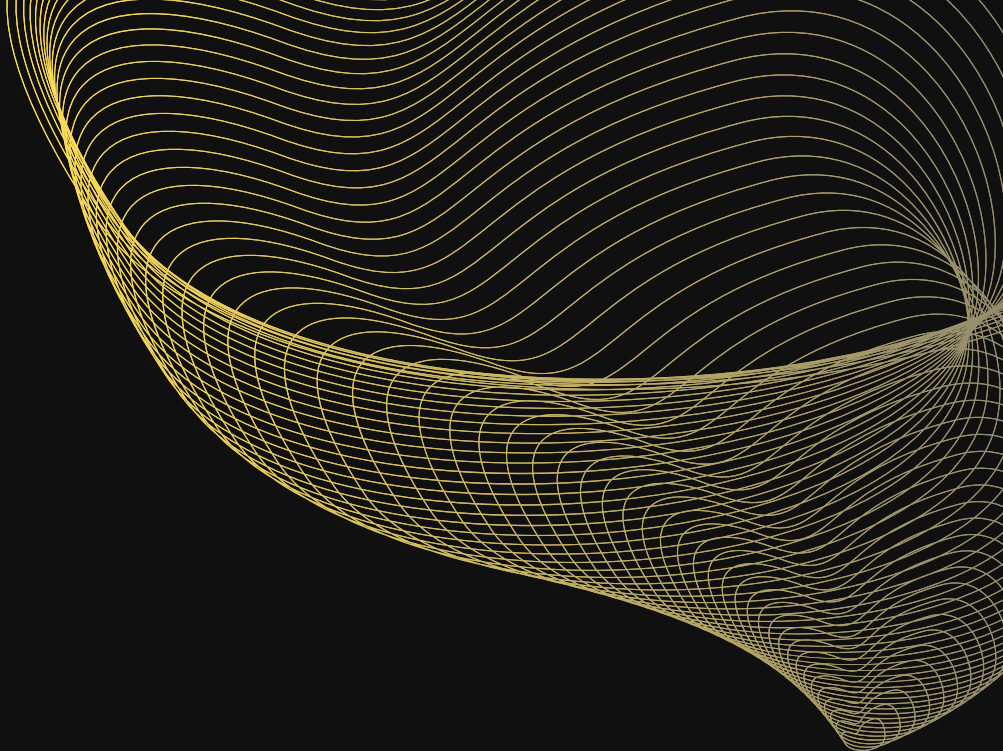
Assignment 2

Research

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Personality	Values	Voice
Prestigious	Status	Authoritative
Consistency	Reliability	Trustworthy
Sophisticated	Exclusivity	Personalized



## Assignment 2

Research

Whitespace  
Strategy

Proposed  
Brand Name

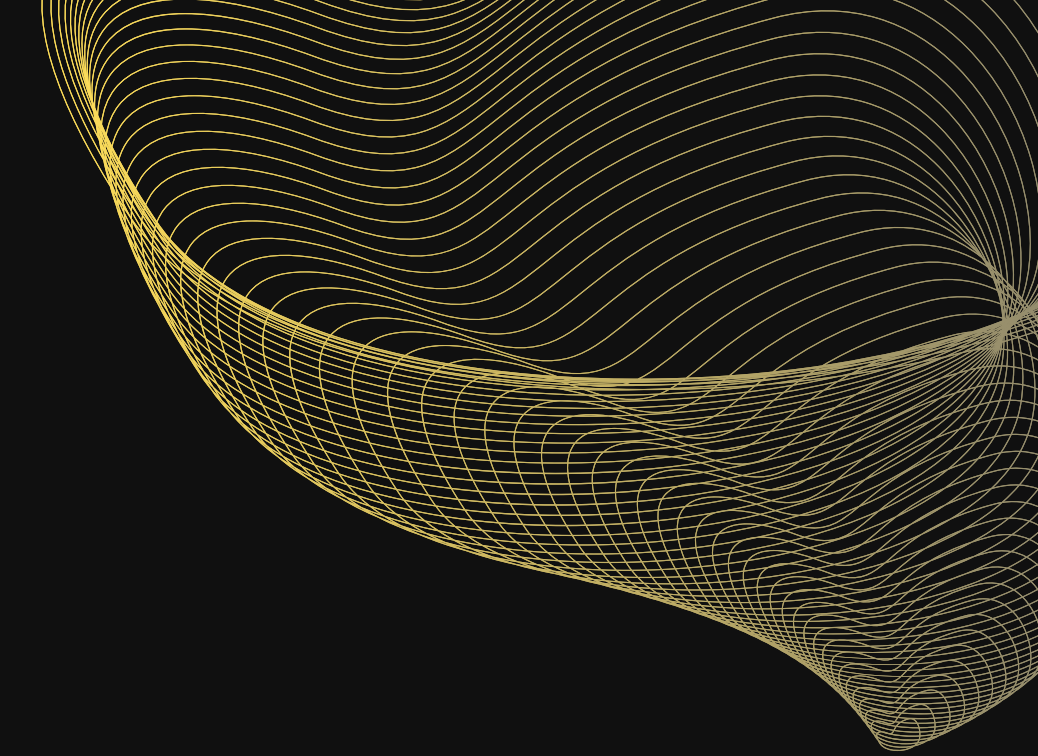
Blueprint

### **Archetype**

## The Ruler

Individuals who have achieved significant results. They value luxury, and exclusivity and are more than willing to go beyond to pay a premium price for High-end services.

Our brand identity and target audience are aligned with the traits of The Ruler.





Assignment 2

Reasearch

Whitespace  
Strategy

Proposed  
Brand Name

Blueprint

Luxury  
Timeless  
Elegant

Black

Deep Green

Gold

White





Assignment 2

Reasearch  
Whitespace  
Strategy  
Proposed  
Brand Name  
Blueprint  
Persona &  
Lifestyle

Bio

As a busy man, Michael prioritizes luxury and exclusivity this helps him save a lot of time and have it personalised to his need. Michael is hoping to find a reliable company offering him exclusive packages.

Technology



Analytical



Michael

HNWI, age 56

Business Owner  
Income: 500k++



Desires

- Premium events/travels
- More Achievements
- Increase Wealth
- Privacy
- Status & Power

Motivations

- Time
- Knowledge
- Comfort

Frustrations

- Struggles to find trustworthy advisors
- Taxations process
- A catered banker

Assignment 2

Reasearch

Whitespace  
Strategy

Proposed  
Brand Name

Blueprint  
Persona &  
Lifestyle

" I expect the Best"

"Exclusivity is important to me"

"I want to make sure my  
investments are safe."

SAYS

THINKS

Wealth Management

How can this help me  
Maximize Profits/Minimize  
Taxes?

Travels often for  
Business and Leisures.

Research and Analysis

Meeting with establishment  
representatives

DOES

FEELS

Excited for new ventures

Pressure to maintain status

Fustration with complex process

User Empathy Map

Concerned about losing  
money/face.

Afraid that they will lose or not be  
able to maintain their current lifestyle.

Complex structures

PAINS

GAINS

Exclusive Perks Globally

Respect in their social circle

Catered Banker



Assignment 2

Reasearch

Whitespace  
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**Thank You**