

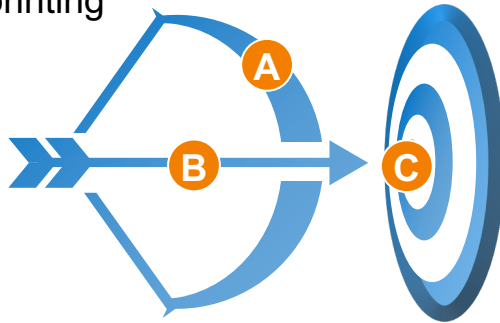
An Asian commercial bank, we helped the client restructure / set up their marketing division, and drove marketing initiatives which brought great impact

Situation

- **One of hundreds** city commercial banks, 6 billion revenue and 100 billion asset size
- Been working with McKinsey on retail transformation for **4 consecutive years**
- **Complete absence of marketing capabilities:**
 - Highly decentralized marketing functions
 - Lack of relevant expertise and marketing management
 -

What we did

- Re-defined the R&R of marketing functions, developed the concept of “Bow - Arrow - Target”, built up consensus that marketing goes beyond “design and printing”



A Customer Insights

B 4P

C Tracking & Evaluation

- Designed the org structures, centralized marketing role and positions which are now spread across depts.
- Identified key capability and expertise and drove the talent recruiting
- Launched new marketing initiatives including MGM and digital marketing

Impact

- New marketing initiatives will bring in new customers and currency, MGM for instance, is still in pilot phase:

	Customer	Local currency
MGM	~11,000	~3bn

- Complete rollout will translate to ~\$8 billion local currency increase by end of 2017
- Further impact to be expected by doubling down on digital marketing