

## Assignment 4

M. Rohan Javed  
L21-5625

### 1. What are the risks and benefits of HSBC positioning itself as the “World’s Local Bank”?

#### Benefits:

- **Relevance & trust:** Customers feel HSBC understands their local culture, which builds loyalty and emotional connection.
- **Differentiation:** This unique mixture of global reach and local focus sets HSBC apart from traditional global banks.
- **Flexibility:** HSBC can tailor products, services, and messaging to specific markets, improving effectiveness.

#### Risks:

- **Operational complexity:** Customizing services in every region increases costs and requires deep local knowledge.
- **Brand consistency:** Balancing local adaptation with a cohesive global identity is tricky and can dilute the brand message.
- **Execution missteps:** If HSBC misinterprets a local culture or fails to deliver on the promise, it can backfire and erode trust.

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### 2. Does HSBC’s most recent campaign resonate with its target audience? Why or why not?

Yes, it resonates. The reason is:

- **Emotionally intelligent:** The “Different Values” campaign acknowledges that people see the world differently, which feels personal and inclusive.
- **Globally relatable:** By showing familiar situations interpreted through different cultural lenses, it appeals to HSBC’s diverse customer base.
- **Consistent with their brand,** the message reinforces their “World’s Local Bank” identity and shows they genuinely embrace cultural diversity.

Overall, the campaign successfully connects with people by respecting their perspectives and reminding them that HSBC is both global and culturally aware.