

Press Release

FOR IMMEDIATE RELEASE

### **DBS Taiwan wins Best Brand Building Initiative in Taiwan award for 2014**

- **DBS created “Your FX Expert” brand campaign for the Taiwan market through multiple channels including Out-of-home marketing, TVC, press conferences and social media.**
- **The bank’s Brand Health Monitor score increased from 77% in 1H 2012 to 84% in 2H 2013. Its unaided brand awareness rose from 2% to 5% in 2013 which was attributed to the new campaign.**
- **Its eFX game, which was part of the campaign attracted 6,031 participants in six weeks, generating 1,429 new leads.**

**Taipei, June 25<sup>th</sup> 2014**—DBS Taiwan has been named the winner of Best Brand Building Initiative in Taiwan award for the year 2014 at The Asian Banker’s second annual Taiwan Awards Ceremony. The ceremony was held at the W Taipei, Taiwan on June 25<sup>th</sup> 2014.

DBS created the “Your FX Expert” campaign for the Taiwan market leveraged multiple communication channels including Out-of-home marketing, TVC, press conferences and social media to build the brand image. This campaign is part of DBS’ regional initiative to be known as the banking expert that best understands Asia’s financial needs. The bank’s Brand Health Monitor score increased from 77% in 1H 2012 to 84% in 2H 2013 which is attributed to this campaign. Its unaided brand awareness rose from 2% to 5% in 2013 which was attributed to the new campaign.

The bank’s eFX game which was part of the brand campaign, attracted a large number of participants in six weeks and generated 1,429 new leads. Participants of the game could predict the strongest currency of the day out of a basket which includes AUD, Yen, GBP, CAD, Euro and NZD. They had the chance to join a weekly lucky draw if they succeeded in selecting the winner correctly three times in a week which included prizes such as shopping vouchers, round-trip flight tickets and a grand lucky draw.

The Asian Banker’s Taiwan Country Awards are part of the Excellence in Retail Financial Services Programme which is acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry in Asia.

A stringent three-month evaluation process based on a balanced and transparent scorecard has been used to determine the winners.

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### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila Hong Kong, Beijing and Dubai as well as representatives in London, India, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

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