

Press Release
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Shanghai Pudong Development Bank awarded Best Brand Initiative in Asia Pacific for 2017

- **Shanghai Pudong Development Bank leverages “empathic intelligence” to build its brand**
- **The bank used its brand to increase public awareness and raise funds for the treatment an eye condition that afflicts many children**
- **The bank doubled its social media subscribers in WeChat in 2016**

Tokyo, Japan, March 17th 2017— Shanghai Pudong Development Bank (SPDB) was awarded **Best Brand Initiative in Asia Pacific** for 2017 at The Asian Banker’s International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region’s most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at Conrad Tokyo on March 17, 2017.

Shanghai Pudong Development Bank leverages “empathic intelligence” to build its brand

To better position and build its brand, SPDB launched a television advertisement that portrayed ordinary people in their daily lives. Through this, the viewers were able to empathise with the brand’s message, creating a closer connection between the bank and its customers.

The bank used its brand to increase public awareness and raise funds for the treatment of an eye condition that afflicts many children

SPDB launched a “Run for Love” campaign that promulgated the the message of “transforming every step to love”. The bank pledged monetary donation to children afflicted with eye condition known as “strabismus”. The pledge was based on the total number of kilometres run by the participants. The campaign attracted 330,000 participants who ran 3,220,000 kilometres, which allowed the bank to provide the needed treatment for 322 children with “strabismus”.

The bank doubled its social media subscribers in WeChat in 2016

SPDB’s “You, are your own bank” brand concept attracted more than 6,000,000 subscribers on its official WeChat account. After one-month of running the campaign online, the number of audience exceeded 30,000,000. Moreover, by the end of November 2016, the total number of the bank’s retail banking customers reached 38,330,000.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services, and forums.

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