

CATEGORY WINNER

Best Full Funnel Campaign,
Best Creative: Multi-Video
Storytelling
Grand Prix

WINNER

HSBC One Millennials
Rethink Wealth Campaign

ADVERTISER

HSBC

AGENCY PARTNERS

PHD Hong Kong, Wunderman
Thompson Hong Kong

CREATIVE VIDEO

[Link](#)



BACKGROUND & CONTEXT

HSBC One, an all-in-one banking account that brings low entry threshold, and top-tier digital wealth products & services, has an important role in growing wealth with the next generation. The goal is to extend beyond just a transactional bank, but a bank that empowers them in building wealth.

It was discovered from its internal study that millennials are generally more price conscious and sensitive to short term tactical offers. They tend to use multiple banks for the most competitive investment offerings. Hence continuous value creation is essential for lasting success. It's important to amplify long term value and play up its role in empowering millennials to build their wealth.

CAMPAIGN OBJECTIVES

- (1) Continue to build HSBC One as the top-of-mind partner for millennials
- (2) Improve millennials' perceptions, consideration and interest towards HSBC One
- (3) Drive acquisition of millennials and product uptake

CREATIVE STRATEGY [\(LINK TO CASE STUDY VIDEO\)](#)

In order to get millennials to change their perception of HSBC, it needed to avoid talking down to them and dictating what is right while at the same time cleverly debunking some of the myths.

In order to achieve its full funnel campaign objectives, HSBC followed the framework of ABCD for creative effectiveness and developed a diversified mix of Big Stories (Long-form Videos), Small Invitations (Short-form Videos) to reach and engage their audience and innovations such as sequential storytelling with video ads sequencing to address different marketing objectives:

1. **Awareness: Thematic Video Reach Campaign** with Shorts starring celebrities Dee and Aaron to set the stage for the first phase of myth busting around banking and wealth generation. Creatives focused on provoking myths on banking with popular movie slogan 'everything is wrong' to draw attention.
2. **Consideration:** With millennials viewing habit in mind, 5 specialised short videos connected with Video Extension to highlight different product offerings. Based on audience's interaction with the ads, a 'Tease, Amplify and Echo' storytelling strategy was used via **Video Ads Sequencing**. **YouTube Shorts** also deepened the understanding of the products in an engaging manner and to prime audiences to take action. The goal was to engage users anytime, anywhere. Creatives focused on explaining investment myths and financial advice which resonated with millennials.
3. **Action: Video Action Campaign** was used to retarget to those most likely to convert. Creative focused on designated call-to-action to drive actions.

The creative for each phase of the campaign was intentionally designed with the Marketing Objective in mind and maximising synergy from the get-go. The selection of the messenger was also critical. It had to be someone that millennials admired and connected with, just like Dee (HK boyband Error) and Aaron Leung (from reality show King Maker V - known to be the doppelganger of Dee).

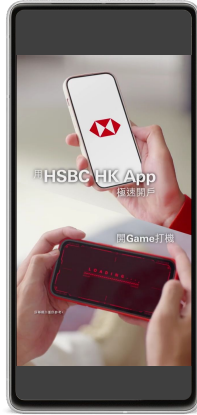
WHAT ROLE DID YOUTUBE PLAY?

Why did HSBC pick YouTube to activate full-funnel:

"YouTube is one of the **most creatively sympathetic platform in the world** today with a **wide repertoire of formats and solutions that don't just cater to consumers' changing video viewing habits, but also help take our content to the next level.**"

-Cheuk Shum, Managing Director, Head of Marketing, Wealth and Personal Banking, HSBC Hong Kong

YouTube solutions like Video Ad Sequencing allowed HSBC to break down their campaign across multiple ads and stories and effectively influence-consumers. YouTube with its wide range of ad formats like Long form, Shorts, Video Reach and Video Action Campaigns gave HSBC the ability to execute its full funnel AI-powered strategy from Awareness generation, building Consideration and finally driving Conversions.



OVERALL EFFECTIVENESS

AWARENESS

77% awareness among millennials (+5pp vs HSBC norm)
2.2pts positive uplift in Ad Recall on YouTube

CONSIDERATION

+8% uplift in brand consideration vs pre-campaign
(Google Brand Tracking data)

16% uplift in organic search vs pre-campaign

+308% of website traffic compared to previous HSBC One campaigns.

CONVERSION

+32% of millennials new to bank customers vs pre-campaign

WHY DID THIS CAMPAIGN WIN?

The HSBC One Millennials Rethink Wealth campaign was an extremely well designed from choice of creatives of solutions and well-planned campaign that strategically

leveraged relevant YouTube solutions and creatives based on consumer insights including how millennials engage to maximize impact across the full funnel. This comprehensive approach is what made this campaign win three awards from Best Multi-Video Storytelling to Best Full Funnel and finally the top prize – the Grand Prix.

- YouTube's full-funnel capabilities were instrumental in helping HSBC reach and empower young millennials throughout the journey from creating awareness to *rethink investment myths to driving conversions*.
- YouTube Shorts was not only a natural way to engage millennials, but it also played a vital role in effective delivery across the funnel
- HSBC conveyed their story through a series of different video assets where they used a variety of formats and placements such as TrueView Ads, YouTube Shorts Ads, Video Extensions and a special Video Ad Sequencing execution to deliver an engaging narrative experience.

