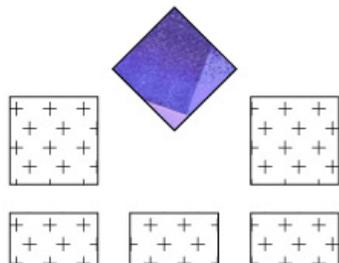


↑ **The** +

FutureBrand

→ **Index** 2020



What makes or breaks brands in the financial services sector?

Mumbrella Finance
Marketing Summit
17 September 2020

**This story
starts in
2014**

In 2014

**Apple became the most
valuable company in the world
I joined the FutureBrand team**

FutureBrand Index 2014

Technology	33%
Consumer Goods	33%
Consumer Services	26%
Healthcare	26%
Financial Services	19%

FutureBrand Index 2014
FutureBrand Index 2020

Technology	33%
Consumer Goods	33%
Consumer Services	26%
Healthcare	26%
Financial Services	28%

[Simon](#) 24 Oct 18

I think the problem is that a lot of these organisations believe that they are doing the right thing and everyone in their industry is patting each other on the back...but their benchmark is so skewed, that they don't know how toxic their industry is and that what they are doing is the bare minimum that other industries have to do.

[Reply](#)

Today

1. About FutureBrand Index 2020
2. How to use the FutureBrand Index
3. Financial Sector in focus
4. Threats to future success
5. What next?

**Brands give
businesses
a measurable
competitive
advantage.**

Brand perception



Supportive, or
Detrimental



Company value

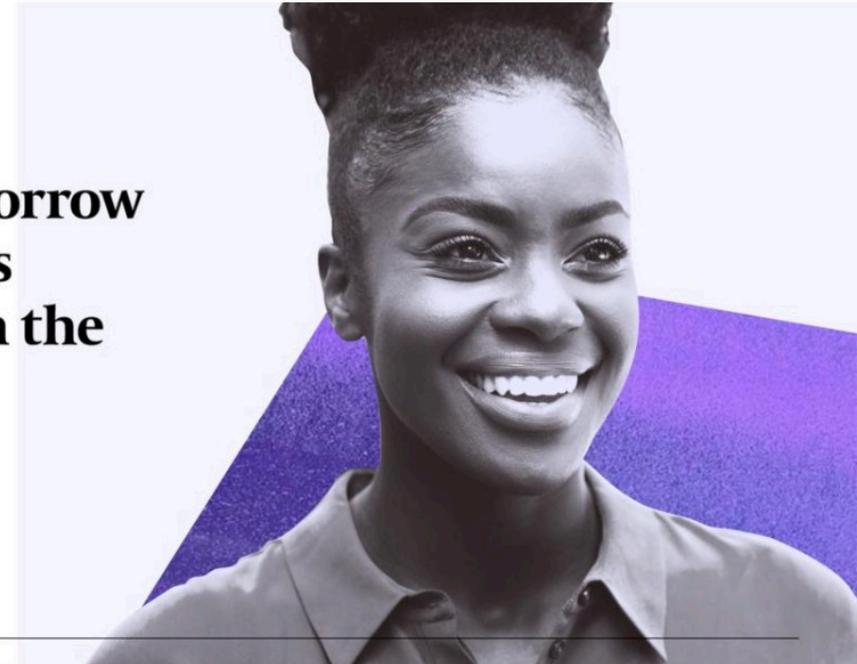


Danny Barclay • 3rd+
Capital Markets - Senior Manager at PwC
1w • Edited • 🌐

Interesting to note how FutureBrand's ranking of perception strength re-orders PwC's Global Top 100 companies analysis (<https://pwc.to/Top100CVa>), ranked by market capitalisation, providing insight into where perception is relatively supportive of or detrimental to a company's value. See their report here: <https://bit.ly/3ijeLKM>

**The successful
leaders of tomorrow
are individuals
that champion the
individual**

↑ The +
FutureBrand
→ Index 2020



The FutureBrand Index 2020

futurebrand.com



About FutureBrand Index 2020

FBI

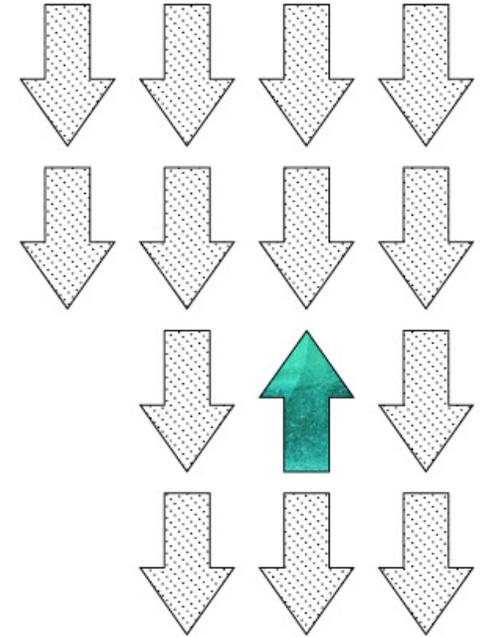
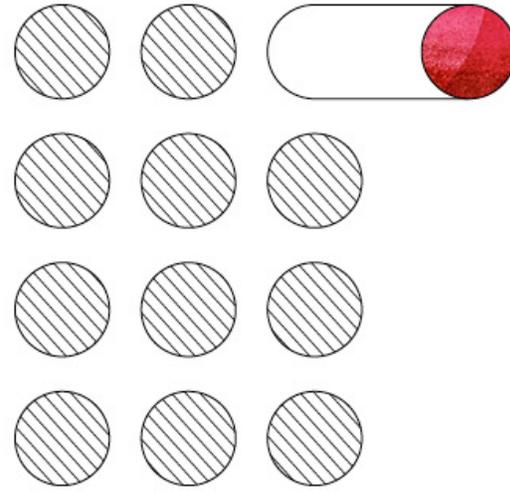
5 editions

15,000 global respondents

17 countries

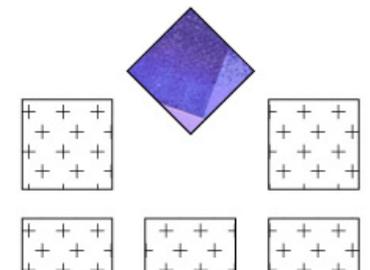
Covid-19 effect

Life reimaged: new demands and expectations for how we buy, work, play, study, live.



Brand ranking studies can often be interesting but not that useful on a day-to-day basis.

Here are some pointers for how you might use the FutureBrand Index for your own company.



How to use the FutureBrand Index 2020

FBI Global Ranking 2020 2020 vs 2018	Company	FBI Global Ranking 2018	PWC 2020 Position	Sector
1 3↑		4	3	Technology
2 —		NEW ENTRY	91	Oil & Gas
3 8↑		9	21	Technology
4 6↑		10	41	Technology
5 3↓		2	28	Consumer Goods
6 =		6	57	Consumer Goods
7 5↑		12	2	Technology
8 —		NEW ENTRY	71	Technology
9 —		NEW ENTRY	75	Industrials
10 5↑		15	39	Consumer Services

#1 It doesn't matter if your company isn't in the ranking (most companies aren't)

How to use the FutureBrand Index 2020

#2 How we measure companies for brand perception strength

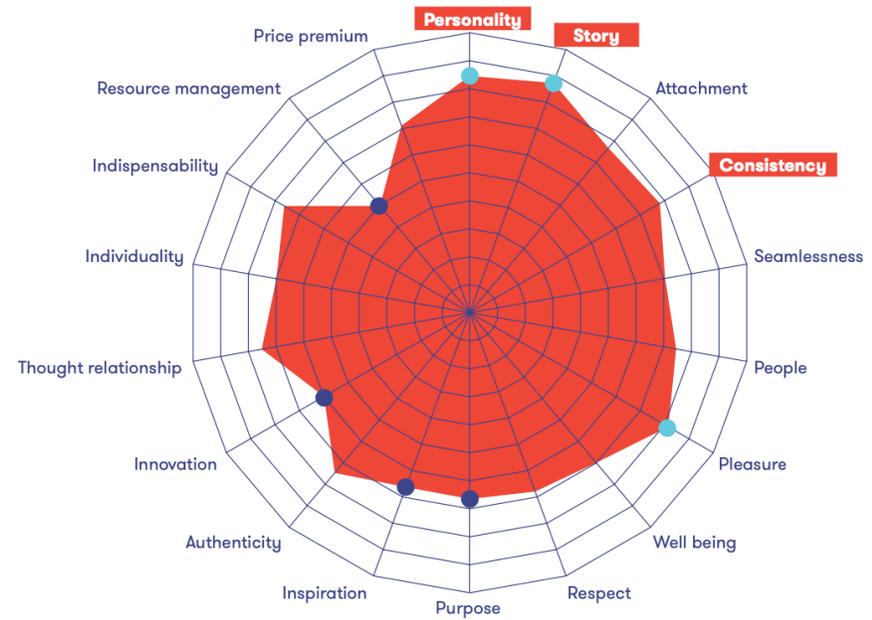
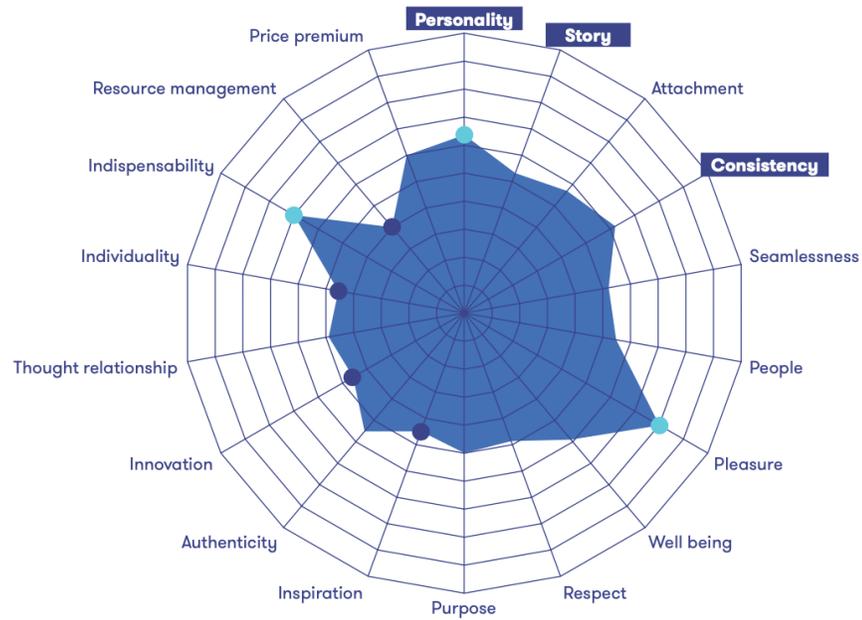
By strengthening the connection between brand purpose and everyday experience, brands helps businesses grow – as and when times change.



How to use the FutureBrand Index 2020

#3 Compare your brand with the competition

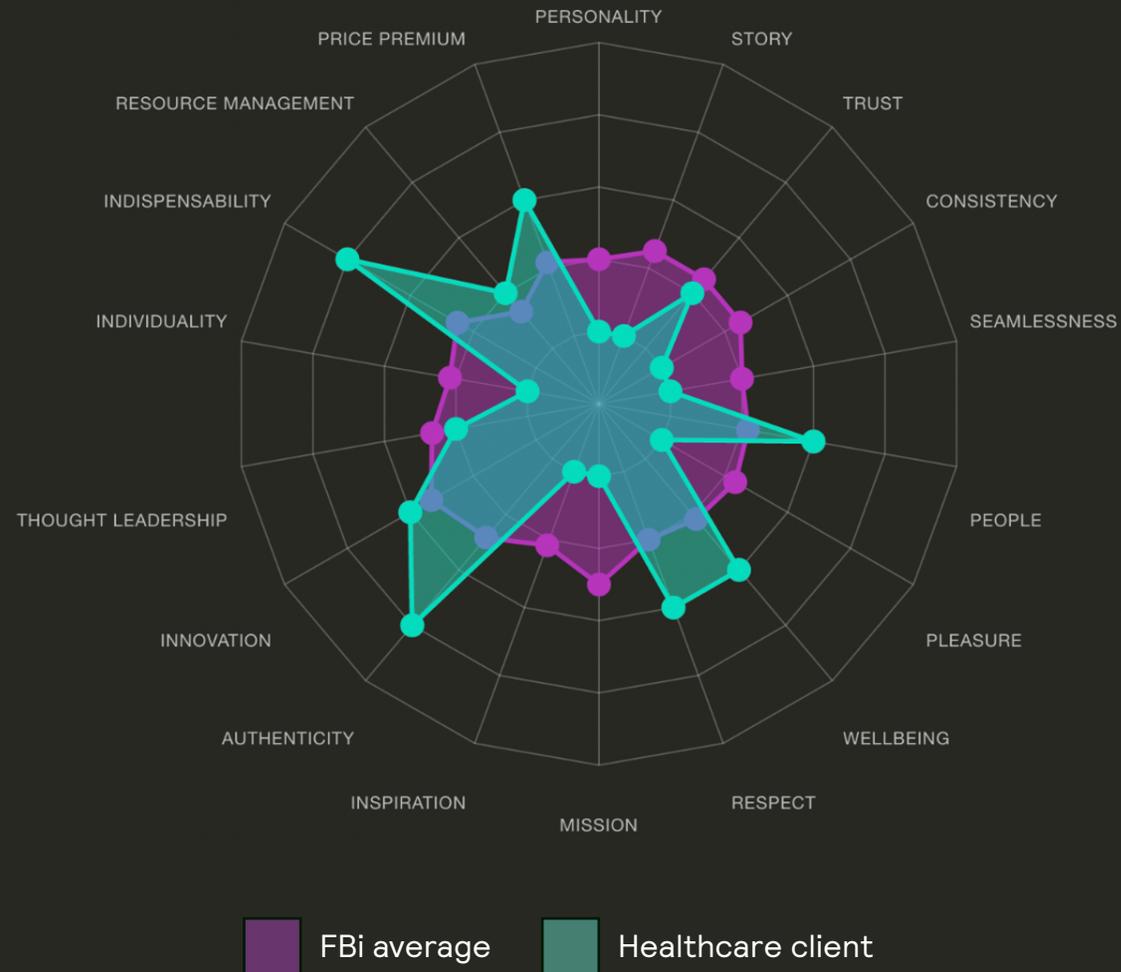
The 'blue team' needs to prioritise its personality, purpose and story more consistently for global audiences



Markets: France, Italy, Australia, China, Brazil, Argentina, UK. Responses

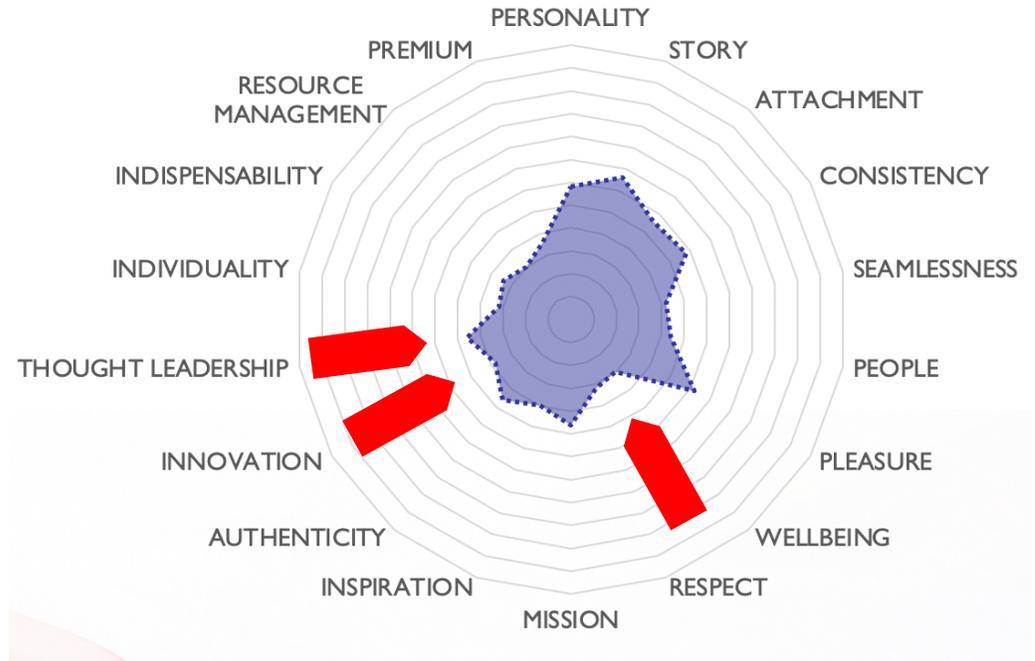
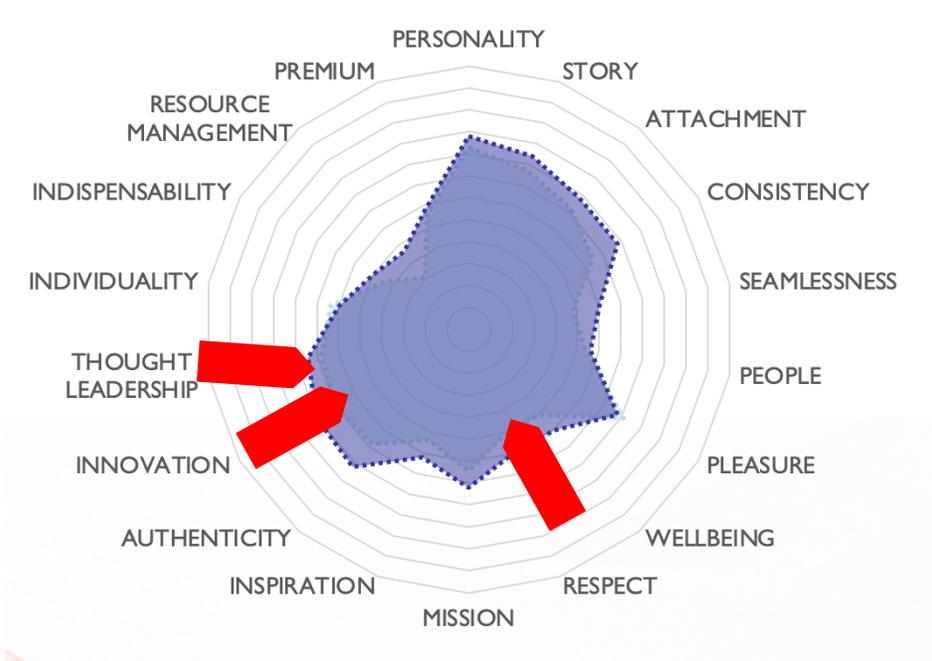
How to use the FutureBrand Index 2020

#4 Compare your team's individual perspectives on your brand



How to use the FutureBrand Index 2020

#5 Look outside of the sector for insights

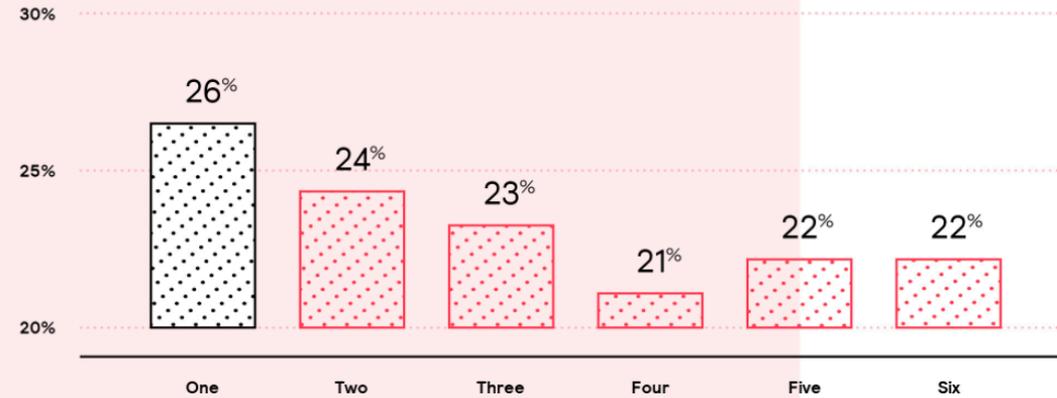


Retail client
'Nike of nutrition'

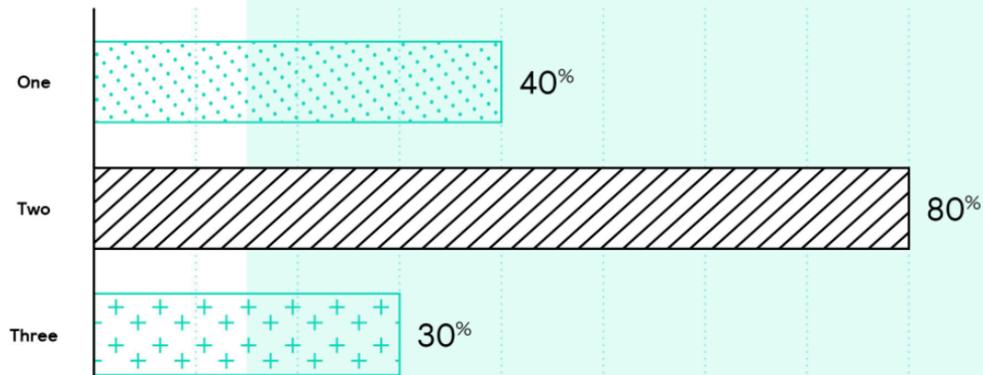
→ Score Your Brand



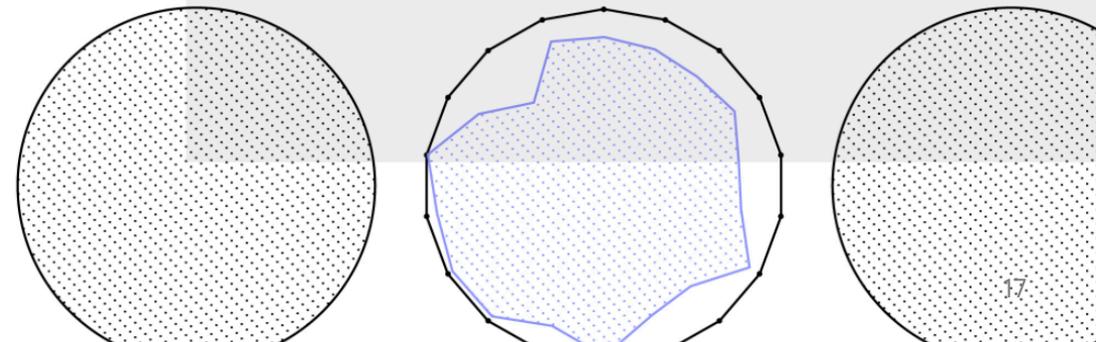
→ Compare the Top 100

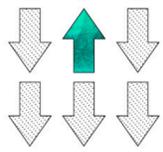


→ What you should Focus on by Sector

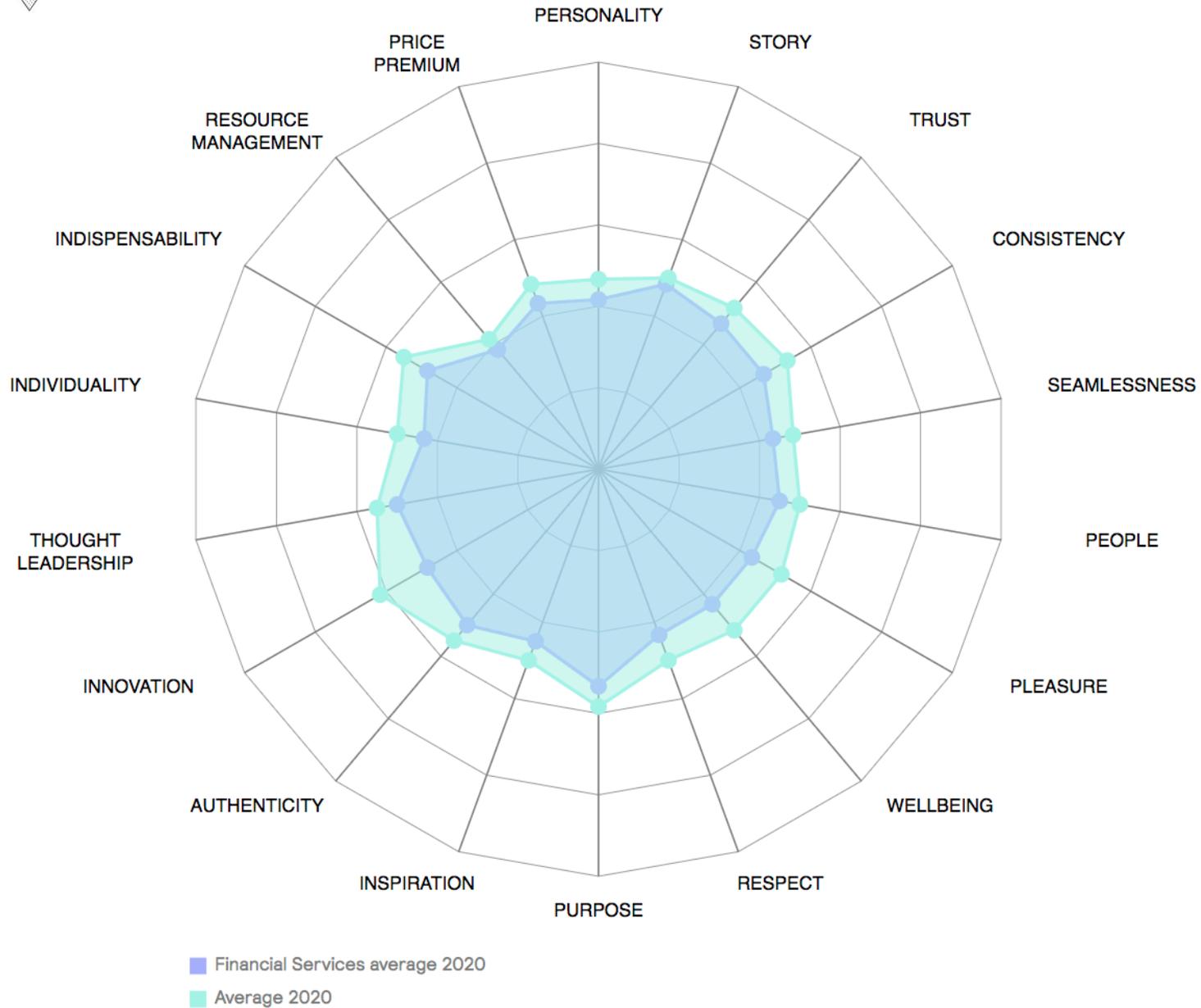


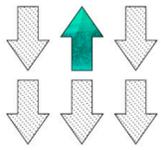
→ Company Dashboards



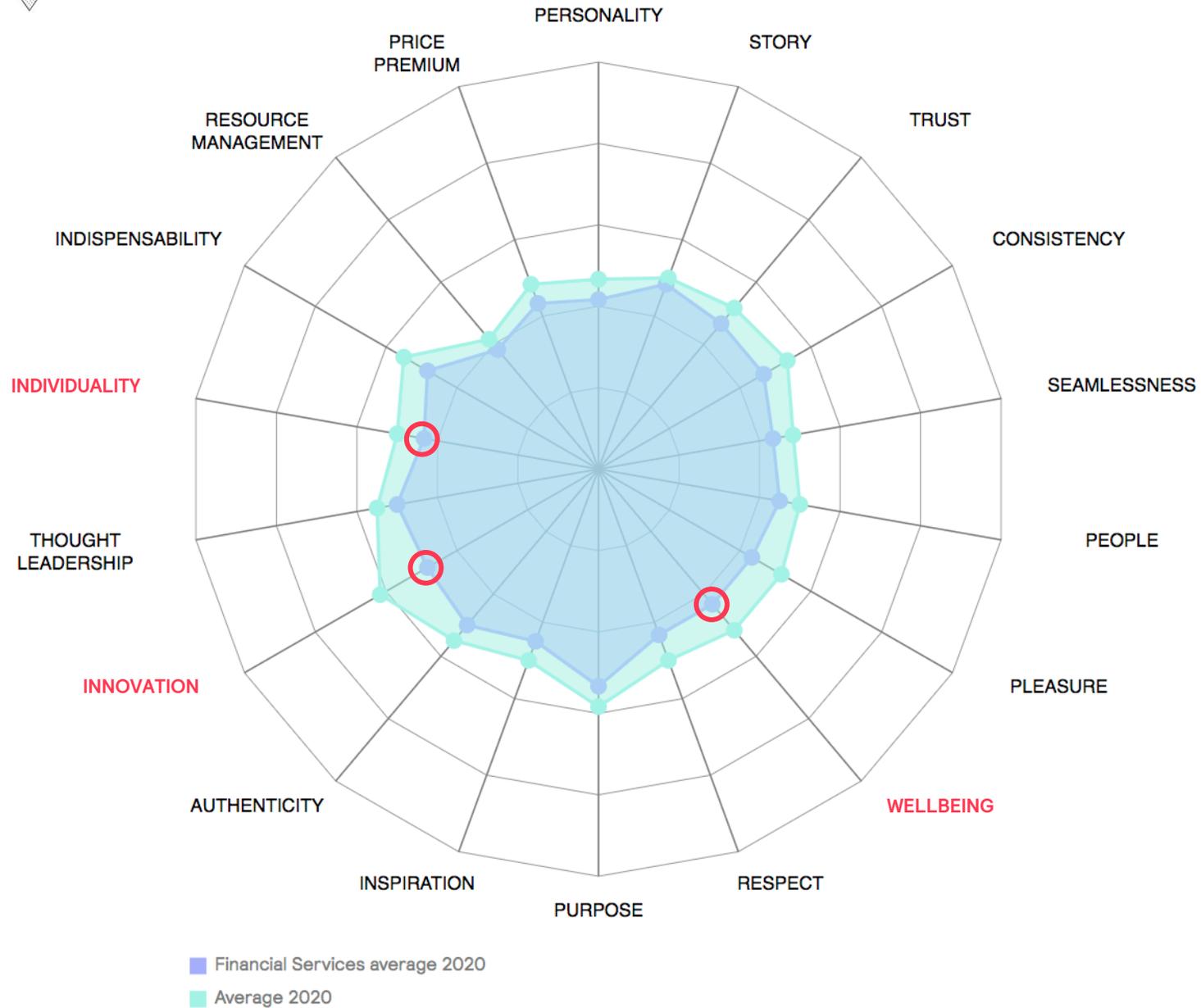


Financial Services in focus



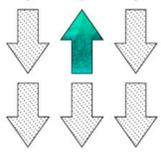


Financial Services in focus



Financial Services in focus: indistinct

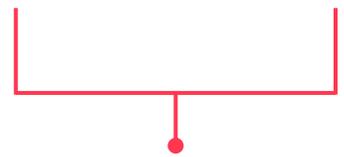
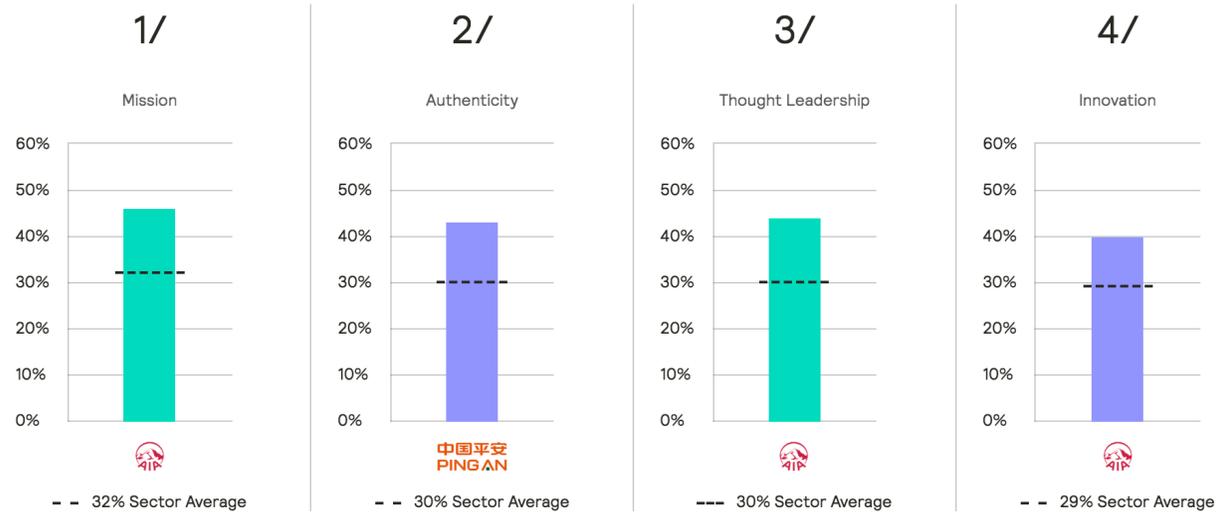
	Realising Potential		Service		Simple and Easy	
CAN		Accessible		Community Leadership		Global
	Responsible Banking		Financial Wellbeing		Personal	
Making Banking Easy		Trusted Partner		Growth & Progress		Brighter Futures
	Empowering People		Different Ways to Bank		Prosperity	
Digital First		Local		More Than Money		Better Today



Top ranked Financial Services company



Sector Drivers



Purpose:
 Has a clear vision
 of the future



Purpose:
 Redefines the
 category

Purpose: Has a clear vision of the future

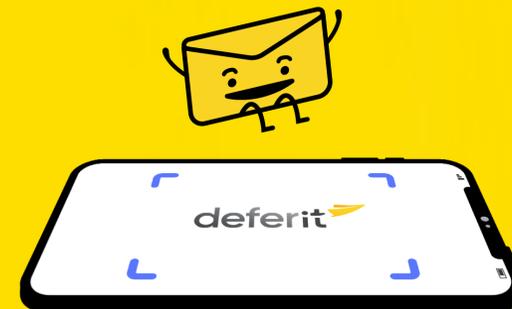


Virus forces ANZ to take a longer term view:
“In the long term that sense of purpose or reputation will sustain your company and the value that you create for the community.”
– Shayne Elliott, CEO

Purpose: Redefines the category

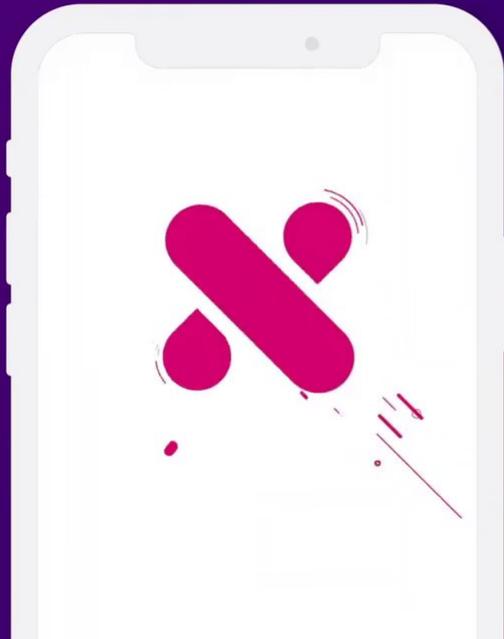


Pay bills later. Not late.



Financial services brands looking to make a difference?

49% of Australians have never heard of a neobank
Nielsen, Nov 2019



Ditch Dad Banking
Join Xinja Bank



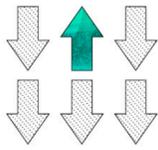
Having a different perspective is helping ANZ navigate its place in a banking system being disrupted

“ANZ wanted someone quite different in terms of their profile.”
(ie. Kjetil Undhjem, FMCG marketer)

Judo People

Failure, to me, would be realising we've become a mini me of the big banks.

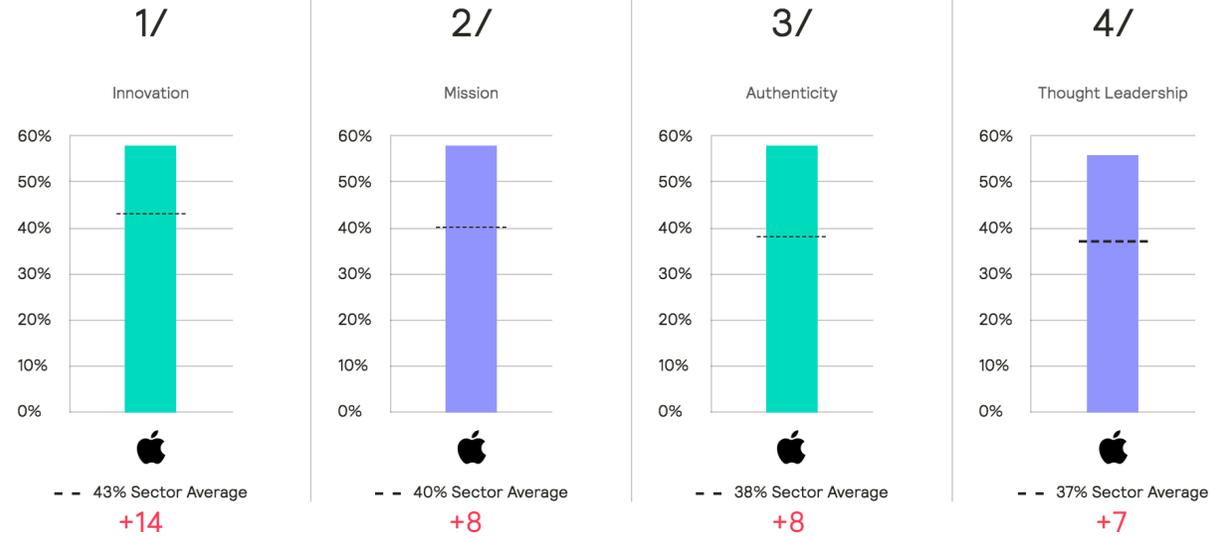
—
Joseph Healy
Co-CEO
Judo Bank



Top ranked Technology company

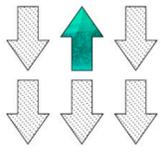


Sector Drivers

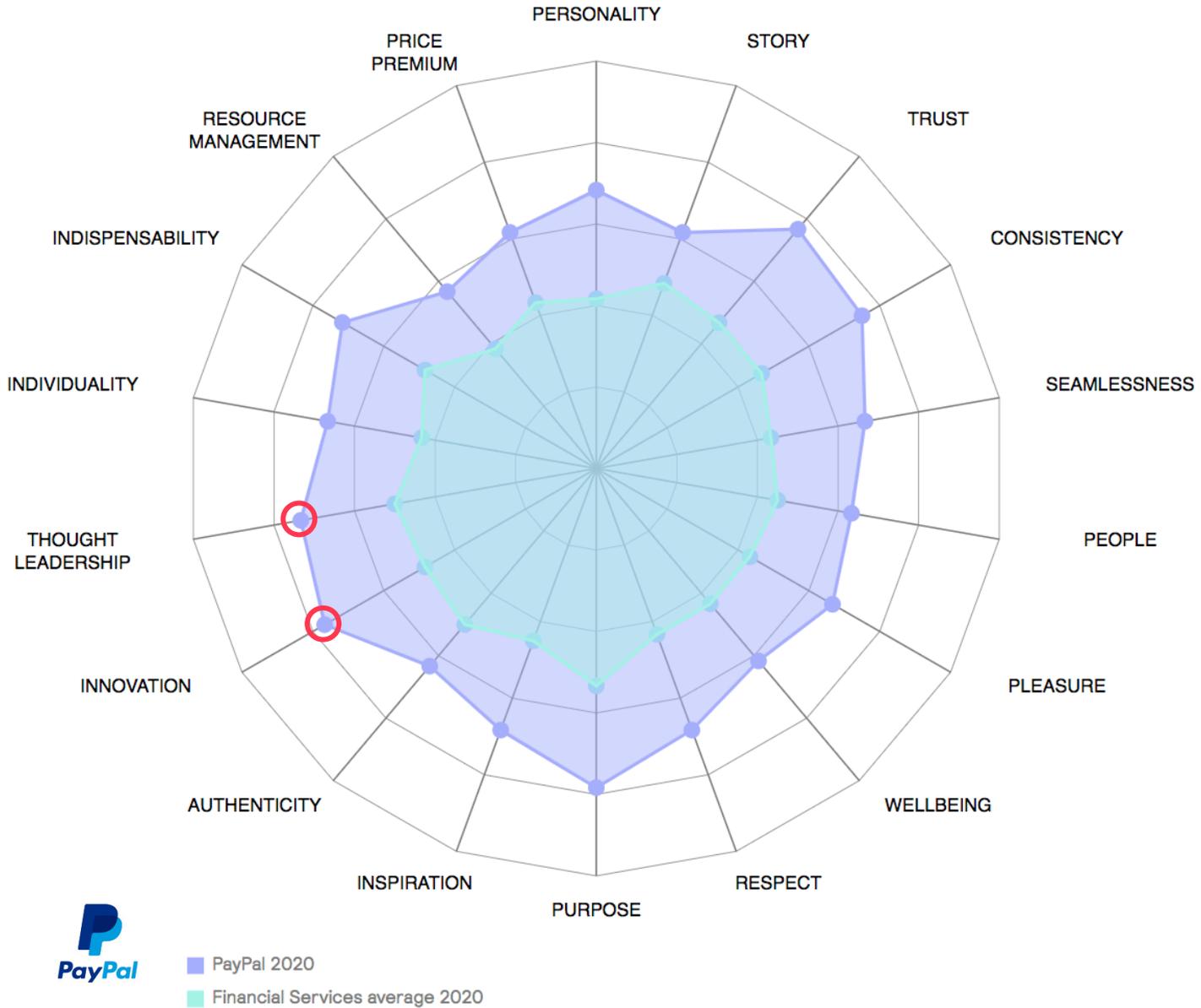


Perceptions vs. Top ranked Financial Services company

In Financial Services, comparing your brand with your competitors is not enough



Does the future of financial services rely on how technology might redefine the category?



Australian unicorn

Innovative products

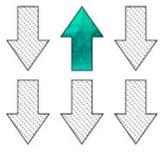
“Constant product innovation is critical to finding market fit.”

Innovative people

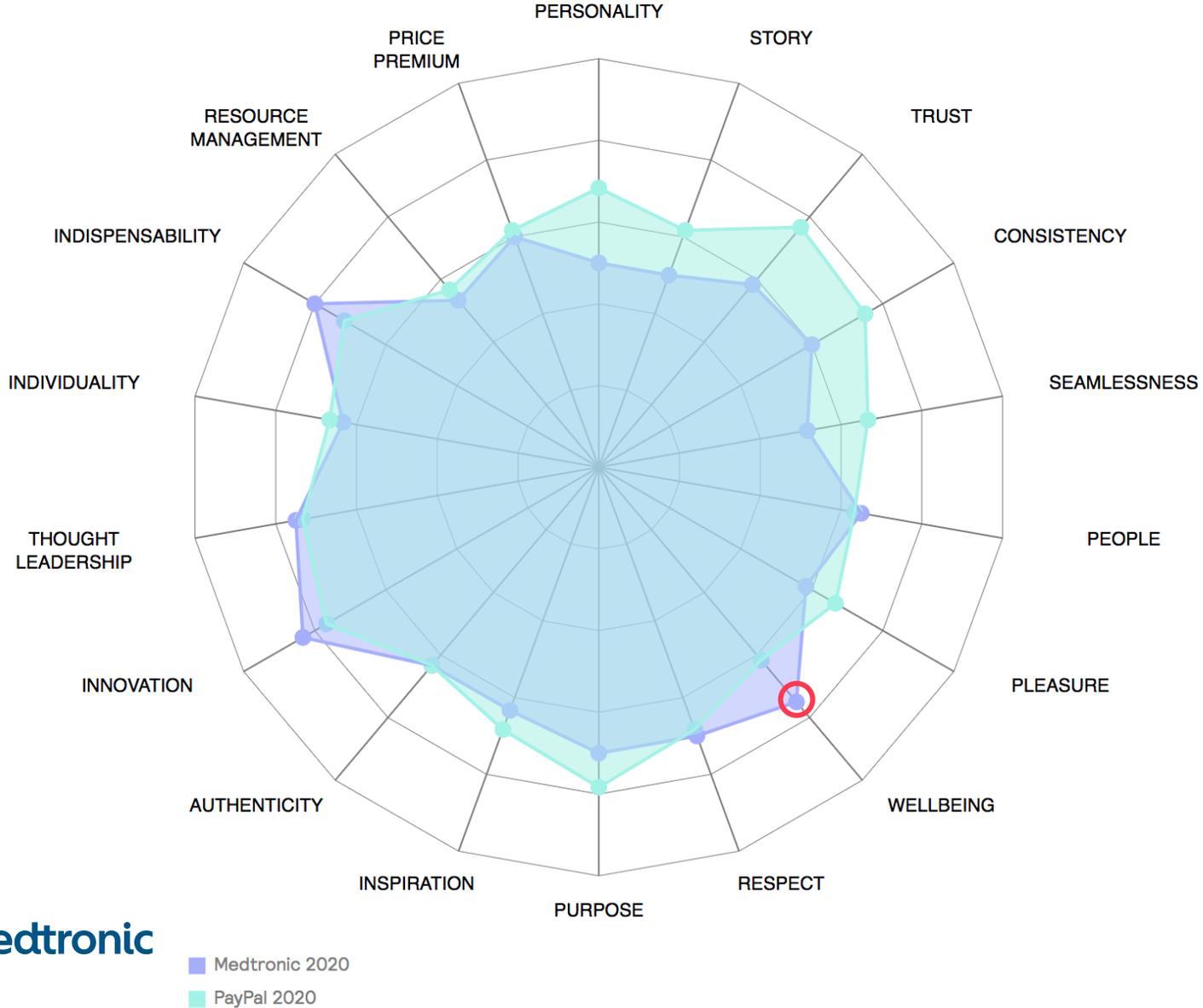
“We ended up compromising on the quality of talent we brought onboard, which proved to be a huge mistake. Any founder will tell you that hiring the wrong people will set you back, as it did for us.”

The Airwallex logo is centered on a thick, stylized ribbon that transitions from orange on the left to red in the middle and purple on the right. The logo itself consists of a white icon of a stylized 'A' followed by the word 'Airwallex' in a bold, white, sans-serif font.

Airwallex

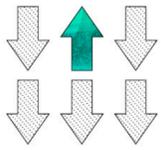


Is the future of financial services a question of improving our financial health and wellbeing?



Medtronic

Medtronic 2020
 PayPal 2020



Creating the technologies, networks
and infrastructure on which the
future economy will be built

PwC #63



FBi #13

PwC #73



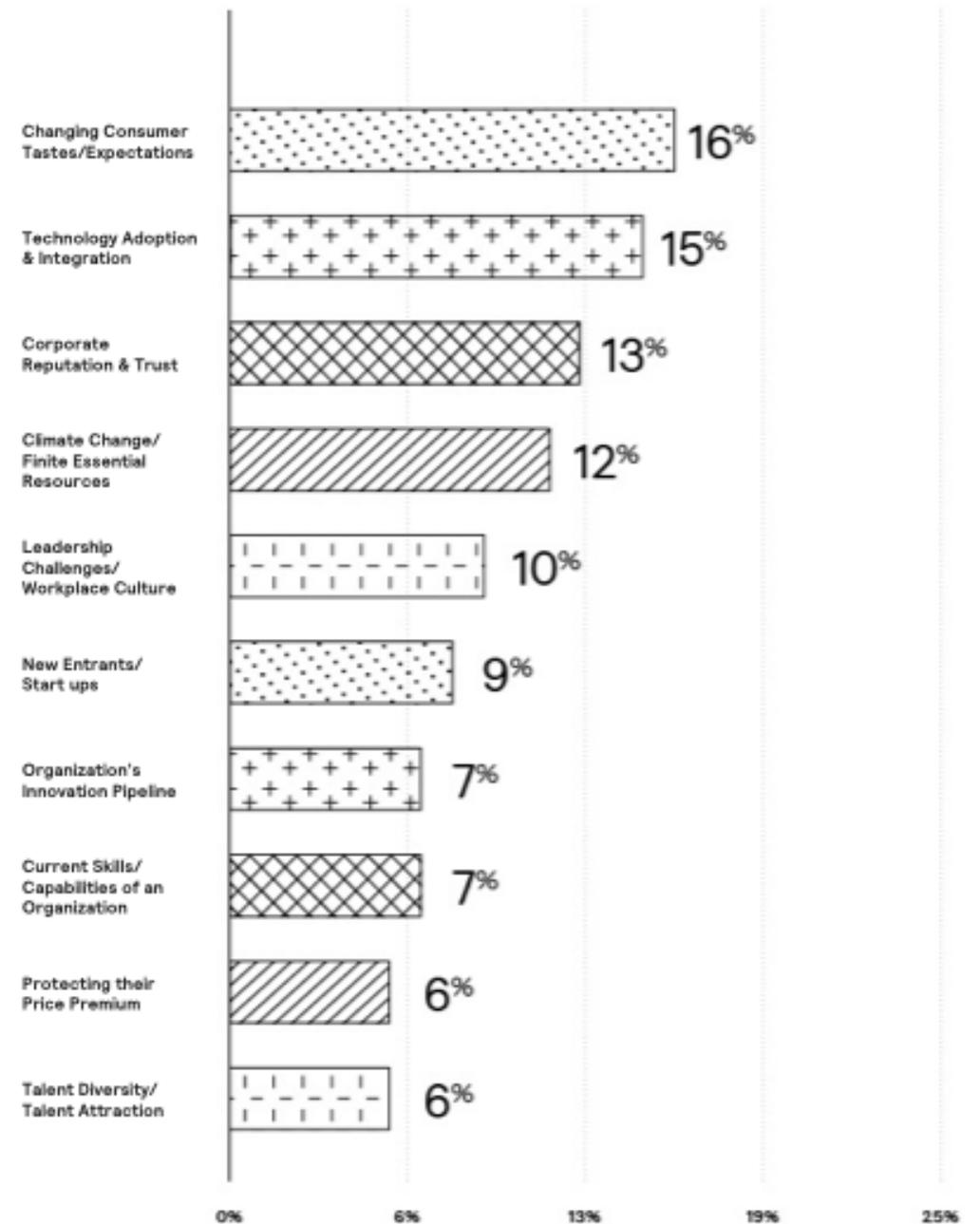
FBi #11

PwC #85

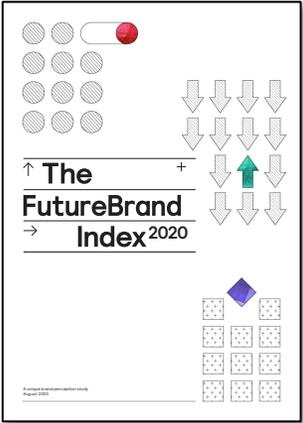


FBi #19

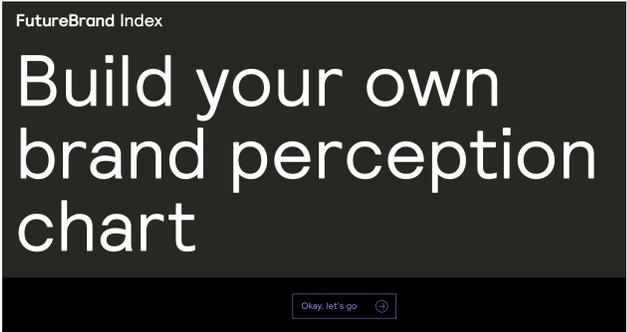
Threats to future success



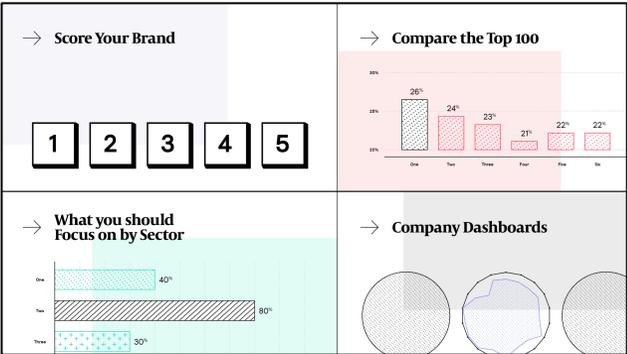
What next?
Download
the report



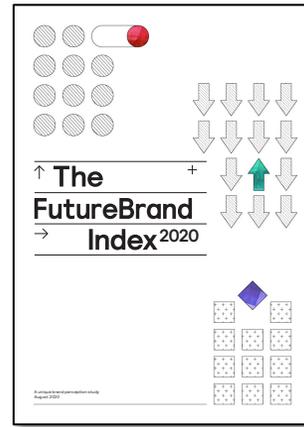
Score your
own brand



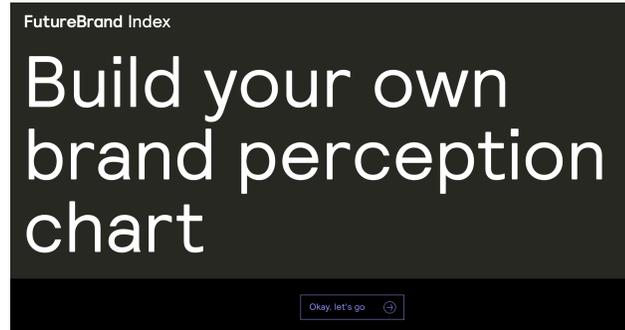
Explore the
other tools



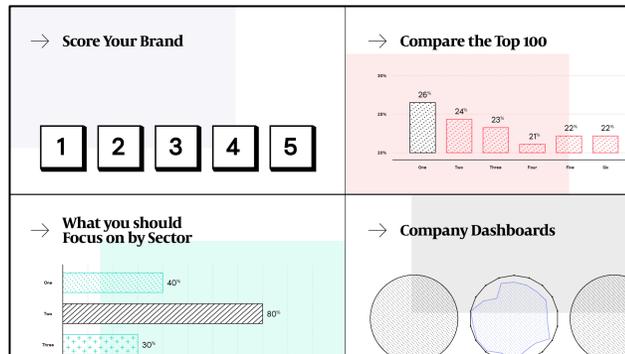
What next?
Download
the report



Score your
own brand



Explore the
other tools



Food for thought

1.
Created with purpose,
defined by experience
2.
Individuality | Innovation | Wellbeing
3.
The inspiration for the future
of financial services will most likely
come from outside of the sector

FutureBrand



Brand transformation via brand strategy,
identity and customer experience design

Rich Curtis
rcurtis@futurebrand.com.au

LONDON

PARIS

MILAN

AMSTERDAM

GENEVA

MADRID

SYDNEY

MELBOURNE

SHANGHAI

BEIJING

HONG KONG

SINGAPORE

NEW YORK

SAN FRANCISCO

SÃO PAULO

BUENOS AIRES

SANTIAGO DE CHILE

BOGOTÁ

MEXICO CITY

LIMA

DUBAI