A large audience is seated in a dark hall, facing a stage. The stage features a large blue screen with the text "BRAND POWER LIVE" and a lightning bolt icon, along with the dates "06-11-18" and the Capital One logo. To the left of the screen, there are signs that say "MAKING CREDIT" and a thumbs-up icon. To the right, there are signs that say "CHANGE" and "BANKING", and a large red heart icon. The audience is diverse in age and appearance, and the atmosphere appears to be a formal yet engaging corporate event.

How do we make
associates advocates
for their new brand?

Client: Capital One

Activation: Launch the new brand and brand promise to all associates, instil pride and encourage advocacy.

Creative: Brand Power Live





Capital One wanted to launch their new brand and brand promise 'Make credit simple for customers, so they can get on and enjoy life', ensuring that associates came away from the day understanding the new brand and knowing how they can live the brand promise through their day to day roles.

+ We transported 1,100 associates from Nottingham and London to Newark Showground and immersed them in the new brand. Associates experienced interactive workshops where they discovered the importance of colour and the effect that it has on their customers, guest speakers to introduce the importance of brand as well as a tone of voice presentation that explored the behavioural science behind words and an interactive exhibition to showcase how they are already making credit simple for customers, and how their new brand strengthens this offering. Associates got hands on with the brand and were united in an uplifting final session, focussing on how they can make a real impact to customers.


+ +





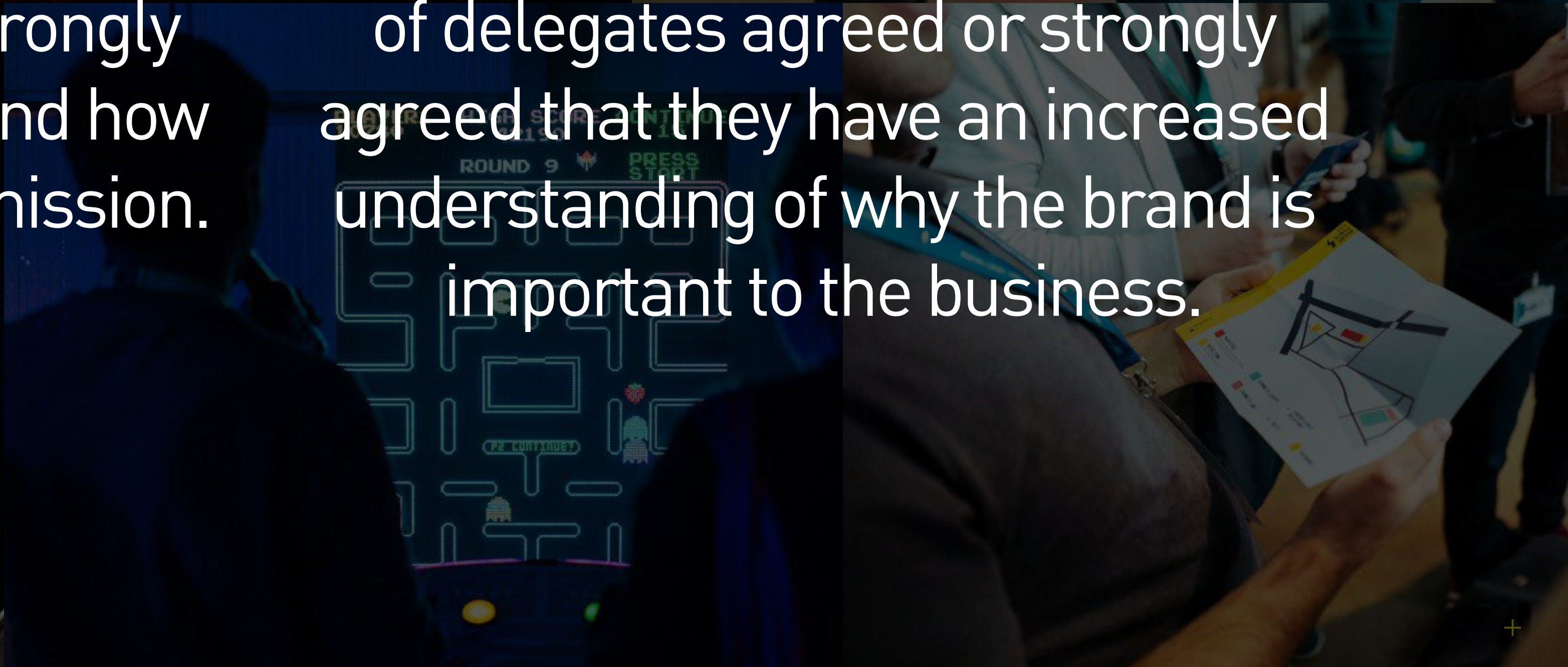
90%


of delegates agreed or strongly agreed that they understand how the brand supports their mission.



83%

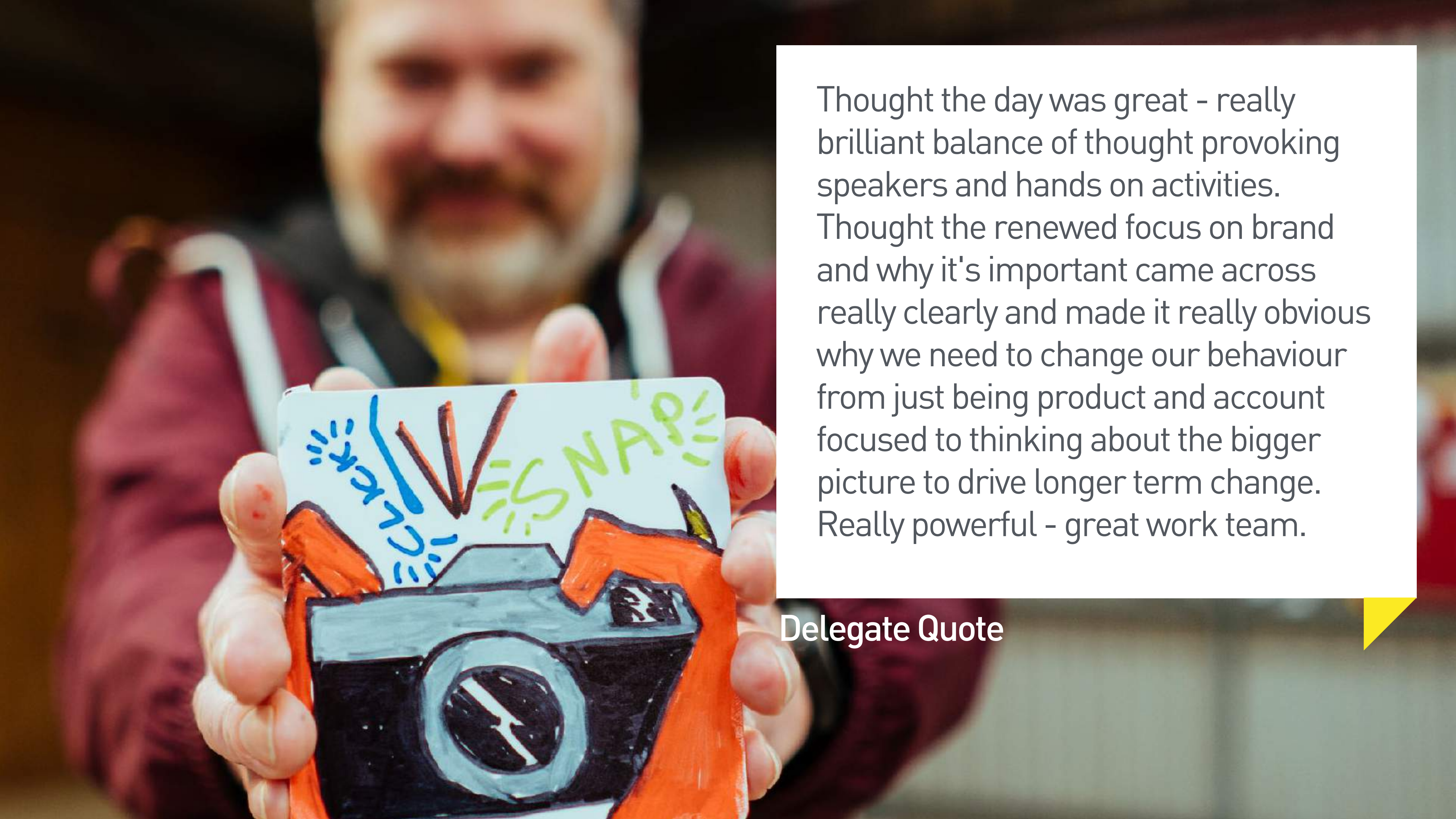
of delegates agreed or strongly agreed that they have an increased understanding of why the brand is important to the business.



A man with short brown hair, wearing a blue and white plaid shirt, is smiling and looking towards the right. He is wearing a yellow lanyard with the text "MAKING CREDIT SIMPLE" repeated. In the background, other people are visible, some also wearing lanyards. A white text box is overlaid on the right side of the image.

Very slick, very engaging - the day went so quickly. The event truly showed the scale and detail involved in changing a brand. It illustrated why brand is important to a business' success and why here at Capital One we cannot ignore our brand image and the opportunity it could provide for us.

Delegate Quote

A man with a beard and a red jacket is holding a hand-drawn card. The card features a drawing of a camera with orange straps, and the word 'SNAP!' written in green. There are also blue and red scribbles above the camera. The background is blurred.

Thought the day was great - really brilliant balance of thought provoking speakers and hands on activities. Thought the renewed focus on brand and why it's important came across really clearly and made it really obvious why we need to change our behaviour from just being product and account focused to thinking about the bigger picture to drive longer term change. Really powerful - great work team.

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