

**JCDecaux**

*showcasing the world*



7 July 2005

## *Press release*

### **CCF takes another step in the rollout of the HSBC brand in France, with a major campaign in the Parisian and regional airports**

A few months after its name change, CCF has announced a major advertising initiative: a three year agreement with JCDecaux Airports to be the exclusive advertiser, under the HSBC brand, on all the air bridges in airports in Paris as well as Nice, Marseille, Toulouse, Lyon and Bordeaux.

With effect from July, the outside of the air bridges in the main Parisian and regional airports will carry the HSBC logo. Inside there will be displays for 18 different images from the advertising campaigns. Many airport trolleys in Paris and Nice will also bear the new logo of the bank.

Due to the unique environment, and its international and national coverage, airport media makes it possible to create an innovative non-standard campaign offering optimum impact for HSBC over the long term.

This campaign is a first in many respects:

- it is the first time that an advertiser has taken all the advertising space on air bridges in the Paris airports,
- also the first time that the main regional airports are carrying advertising on their air bridges and
- finally, the first time that CCF has undertaken such a major campaign for HSBC.

In November 2006, CCF will adopt the HSBC brand and its networks, Banque de Picardie, UBP and Banque Hervet, in the Paris region, will become HSBC in France.

In January 2005, CCF announced its growth strategy through to 2008 and establishing the HSBC brand in France is an important part of its plans.

Since spring 2005, CCF has been promoting the HSBC brand in France through a campaign based on the "H", followed in July by a promotional campaign based on the "S", the other letters are being produced for the autumn.

The launch of the advertising campaign in French airports is a major step in the process of changing the

bank's brand.

This campaign has several objectives:

- to begin to establish the HSBC brand in France by creating awareness of CCF's new brand,
- to make the unique positioning of the HSBC Group known as "the world's local bank", which combines the strength of its international reach with the importance of the awareness of local knowledge,
- to link the HSBC brand with the opening up of the world, the airport being a perfect place to position the Group as a gateway to the rest of the world,
- finally, it is an opportunity for the HSBC to reach its target audience of high net worth individuals and business travellers.

In terms of the creative for the advertising, CCF deliberately chose to use the international campaign of the HSBC Group "never underestimate the importance of local knowledge." However, CCF wanted to expand on this by using the local-global theme not only between France and the rest of the world, but also within France and this is also something new.

In this way, 18 creatives humorously illustrate the differences between countries through symbols and also the cultural differences within France. For example, a "bouchon", in Lyon is, unlike in other towns in France, a small restaurant serving specialities typical of Lyon.

In 2003, the Mr. Langlois campaign confirmed that CCF is part of the HSBC Group and emphasized the importance of attention paid to the customer. This new campaign makes it possible to establish CCF's future branding to begin to build the brand and opening it up to the world as well as identifying with passengers.

#### **The campaign in a few key figures:**

- 510 advertising faces will adorn the interior and exterior faces of the air bridges providing access to aeroplanes in the airports of Roissy Charles de Gaulle and Orly, Nice, Marseille, Lyon, Toulouse and Bordeaux.
- 3,000 HSBC colour signs will be attached to trolleys in the Paris airports and 500 signs on the trolleys in the Nice Côte d'Azur airport.
- Average exposure to the advertising in the airport: 1 hour 2 minutes (average time spent by a passenger in an airport).
- Number of people exposed to the advertising: 75 million passengers alone for the Roissy airport in 2004.

*All the advertising displays and images on the air bridges are available on the website: [www.hscbaeroports.fr](http://www.hscbaeroports.fr)*

**Press contact:**

JCDecaux Agathe Albertini, tel: 01 30 79 34 99  
Nathalie Delebarre, tel: 01 30 79 35 38

CCF Sophie Ricord, tel: 01 40 70 33 05  
Coralie Houel, tel: 01 40 70 35 33