

**For Immediate Release**

## **BEA Announces New Branding Campaign**

**Hong Kong, 24<sup>th</sup> May, 2010** – The Bank of East Asia (“BEA”) today announces the launch of a new branding campaign based on the Bank’s brand platform, “**Extending Your Reach**”.

The branding campaign ties together BEA’s traditional values and strong sense of identity with its progressive outlook and innovative spirit. “BEA has grown together with Hong Kong for over 90 years,” says Mr. Adrian M.K. Li, BEA’s Deputy Chief Executive. “We are proud of our rich heritage, professionalism, and dedication to our customers. As we continue to grow, we believe our branding platform, ‘Extending Your Reach’, accurately reflects our new strategic direction, and our commitment to helping people realise their dreams.”

As part of the branding campaign, BEA has also developed a new brand slogan in Chinese, “**同根·共創**”. The new slogan reflects the Bank’s shared heritage with its customers, as well as its commitment to helping them grow and prosper. In English communications, BEA will adopt the brand platform, “Extending Your Reach” as the slogan. In addition to the “soaring arc” graphic that has already been introduced in the overall design, elements of the new brand platform will enhance the distinctiveness of the Bank’s corporate image.

The campaign includes two television commercials that have been designed to evoke feelings of empathy among the general public. In the first commercial, called “Mother’s Soup”, a parallel is made between the care and support provided by BEA to its customers and a nourishing bowl of soup prepared by a loving mother. The second commercial, entitled “Bedtime Story”, features a father who is working late at night in his office in Mainland China. Despite the distance, he manages to take time out to read his daughter in Hong Kong a bedtime story via Skype. The message here is that BEA stands by its customers, wherever they are, giving them the support they need to grow their business and achieve success.

The campaign will be communicated via a variety of channels including TV, print, outdoor, and online media. The Bank will also leverage its extensive branch network in Hong Kong by utilising branch billboards and other in-branch displays as part of the new brand campaign.

As an expression of its support to the general public, the Bank has given out complimentary soup from a specially decorated “mobile kitchen” at lunch time in Central today.

BEA will also extend its campaign to the mainland, where it maintains a strong presence. The two TV commercials and posters will be displayed in BEA’s branches nationwide.

Please refer to the attached images for further reference.

### **About The Bank of East Asia**

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong and other major markets around the world. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HK\$434.1 billion (US\$56.0 billion) as of 31<sup>st</sup> December, 2009. The Bank is listed on The Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 240 outlets worldwide, BEA operates an extensive international network covering Hong Kong and other parts of Greater China, North America, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

- End -

For press enquiries, please contact:

Ms. Vera Lung  
Head of Marketing Department  
The Bank of East Asia  
Tel.: (852) 3608 2699  
Email: [lungvsy@hkbea.com](mailto:lungvsy@hkbea.com)

***BEA – Serving customers through one of Hong Kong's largest banking networks, with 140 branches and SupremeGold Centres around town***





A screen capture from the TV commercial of BEA's new branding campaign launched today.



As part of its new branding campaign based on the brand platform, “Extending Your Reach”, BEA offers complimentary soup in Central today.