



M+CSAATCHI GROUP +  BARCLAYS



**WELCOME  
ALL**



**THE ENERGY TO DRIVE CHANGE  
GIVING BARCLAYS AN UNFAIR SHARE OF THE FUTURE**



THIS IS  
NOT THE

# WORLD'S SMALLEST

BRIEF



# UNIFY MANY PARTS

## AN ELEVATED POSITION

Simple enough to unify + deep enough to flex.

Fundamental enough to endure + modern enough to transform.

**UK**

**USA**

**(WORLD)**

Many customers

Many clients

Many colleagues

Many partners

Personal  
Banking

Barclaycard

Business  
Banking

Private Banking &  
Wealth Management

Corporate  
Banking

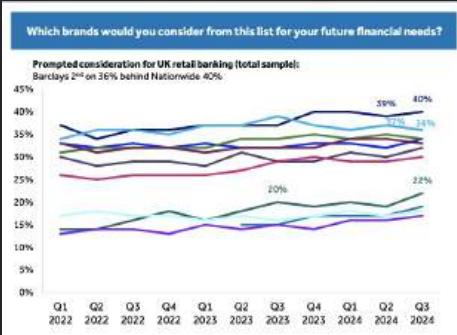
Partner  
Cards

Investment  
Banking



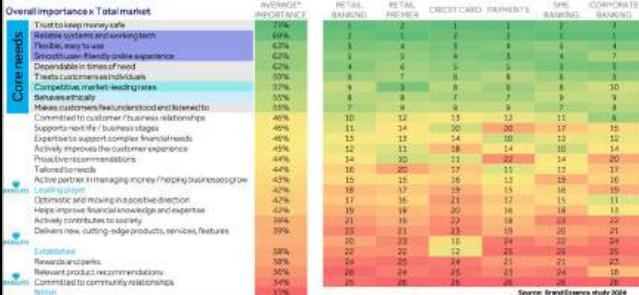
CHANGE  
MANY  
MINDS

 BANKLAYS



## SHRINKING CONSIDERATION

#6 - Our quantitative Brand Essence insight shows clear consistency of the top-ranking focus areas across our audiences



## WRONG EQUITIES





YOU

POWER THE  
ECONOMY

Processing £700MM+  
in daily transactions



YOU

POWER THE  
ECONOMY

Processing £700MM+  
in daily transactions

# YOU

# ENRICH LIVES

6MM+ upskilled through LifeSkills  
in the past two years





YOU

**HELP FUND  
SOCIETIES  
GLOBALLY**

Nearly £3B in taxes paid in 2024

# YOU

# LIFT PEOPLE UP

Over £48MM in charitable investment in 2024



YOU

ENABLE HOME  
OWNERSHIP

Approving 130,000+ mortgages every year



# YOU



## HELP MAKE DREAMS REALITY

Over £2B in loans to small businesses  
in 2024



# AVOID MANY CONVENTIONS

AnyBank™

Forward first to trust together

# UNIFY MANY PARTS

Identify a universal  
mindset and need

# CHANGE MANY MINDS

Focus on what ONLY Barclays  
can bring to the world

# AVOID MANY CONVENTIONS

Be bold enough to dramatically  
change consideration





# UNIFY MANY PARTS

Identify a universal mindset and need



**YOU'VE STARTED TO PLACE  
SOME BETS ON WHAT UNIFIES  
PEOPLE IN YOUR PURPOSE**



**WORKING TOGETHER FOR  
A BETTER FINANCIAL FUTURE**



# THE DESIRE TO CREATE A **POSITIVE** **FUTURE** CAME THROUGH VIVIDLY IN OUR PANEL DISCUSSIONS

## **CONSUMER**

“We’re scrabbling to keep afloat, and it doesn’t feel like we can make a dent in our plans for the future, it’s this week that always gets in the way.”

## **BUSINESS CLIENT**

“All we talk about is creating a new trajectory for the business, see the bigger picture and keep us moving forward.”

## **WEALTH CLIENT**

“Long-term momentum is crucial - stability hinges on addressing structural issues within government (e.g. regulations, taxes) and the economy, such as productivity and workforce skills.”



**MORE SPECIFICALLY IT'S IN  
THE INCREMENTAL STEPS  
MADE ON AN EVERYDAY  
BASIS THAT BANKS CAN  
REALLY HELP**

**What do people believe  
a bank should focus on  
to with the future?**

M&C Saatchi Social Circle Survey 2025	2020	2025	2028
Enable people's daily progress, growth & development	42.28%	61.74%	66.98%
Simplify and help join up people's finances to thrive	47.65%	69.80%	62.35%
Fuel people's success, ambition & life goals	40.94%	42.95%	49.66%



# POSITIVE MOMENTUM

Is the psychological and economic energy that  
encourages us to keep going

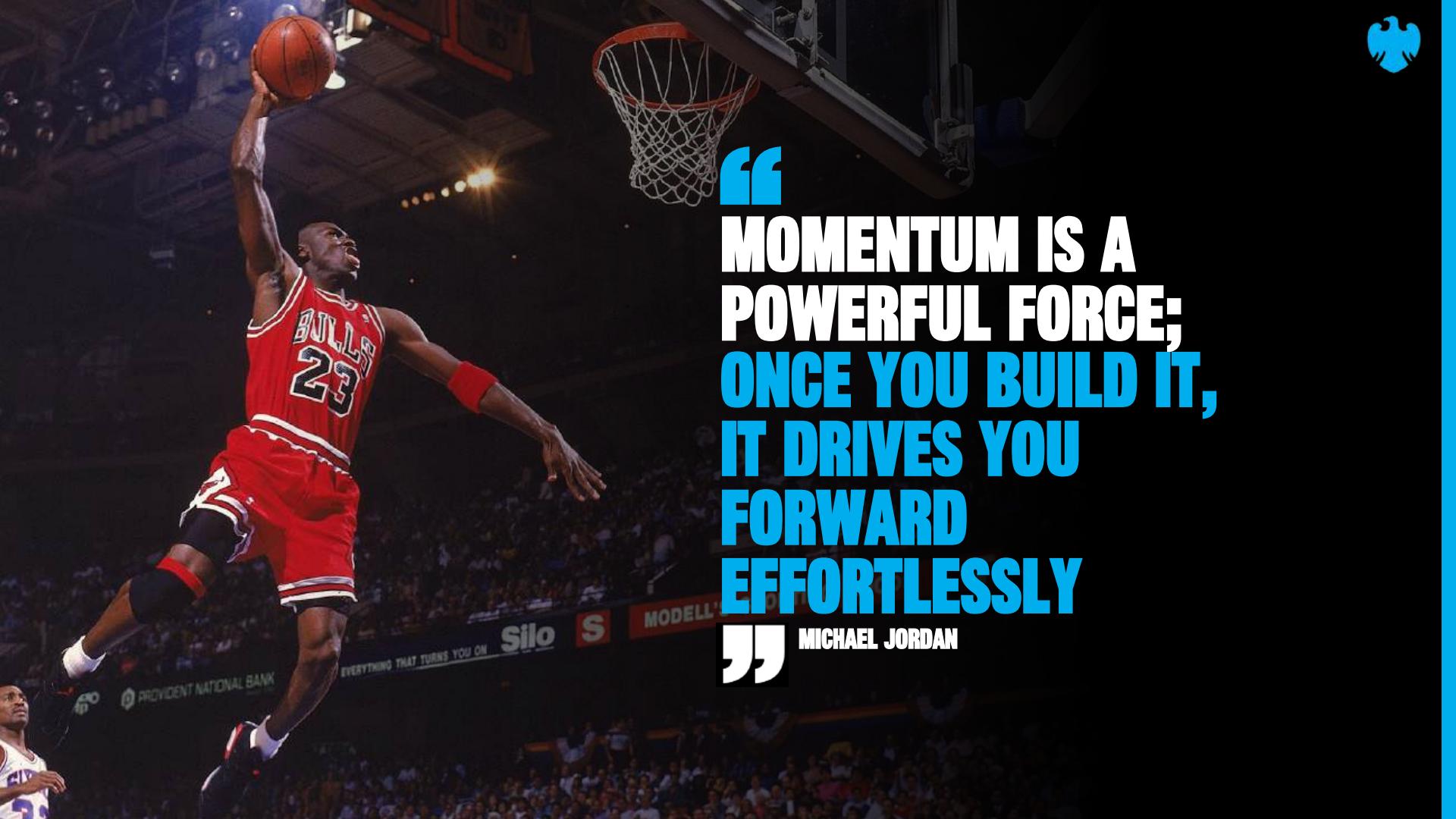


“

**MOMENTUM IS A  
POWERFUL FORCE;  
ONCE YOU BUILD IT,  
IT DRIVES YOU  
FORWARD  
EFFORTLESSLY**

”

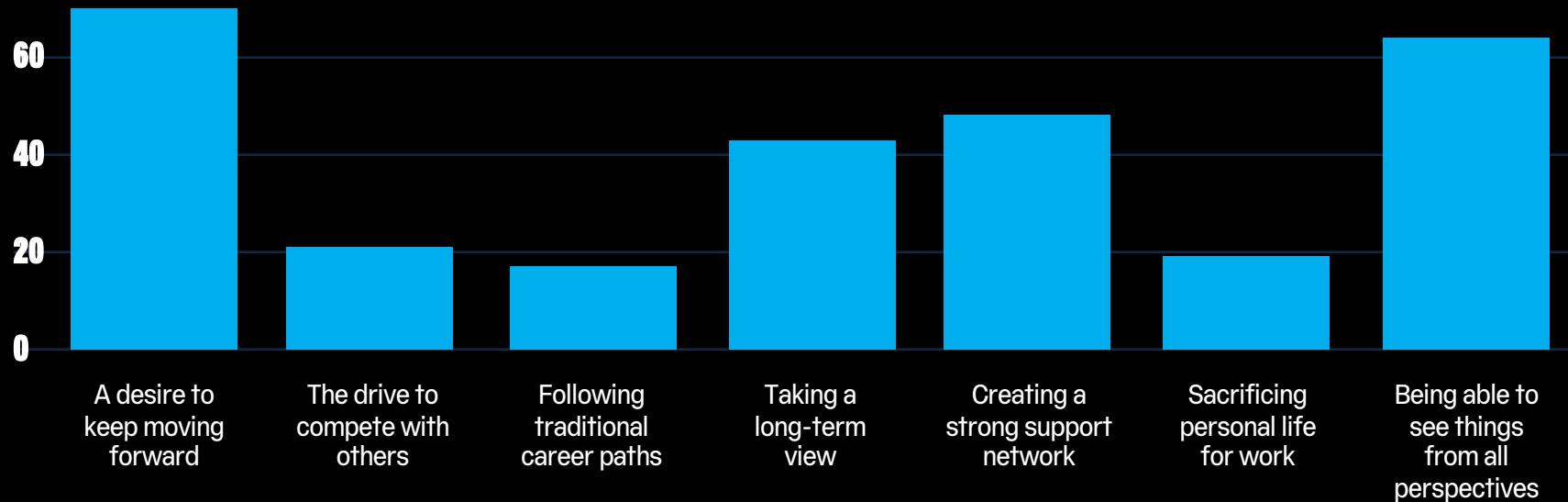
MICHAEL JORDAN





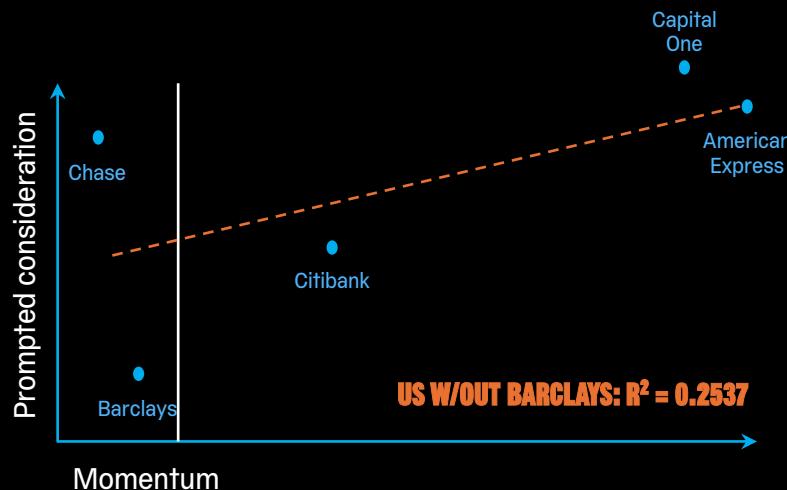
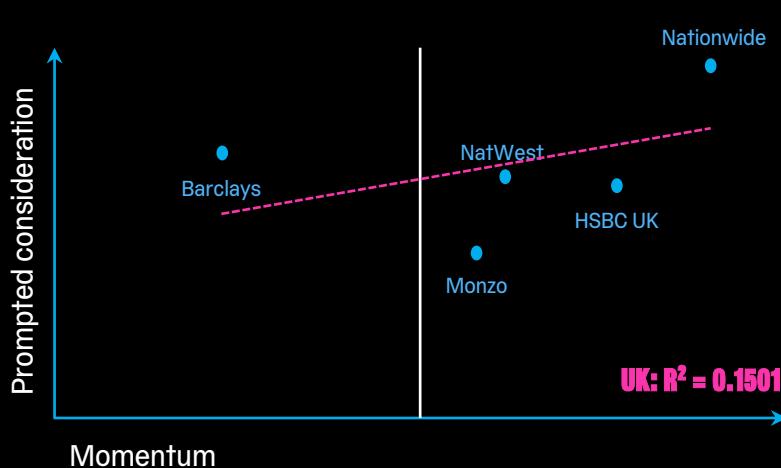
# MORE THAN A NEED, IT'S AN ASPIRATION

**Q: WHAT BEHAVIOURS DO ALL YOUR MOST SWITCHED-ON FRIENDS HAVE IN COMMON?**



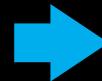
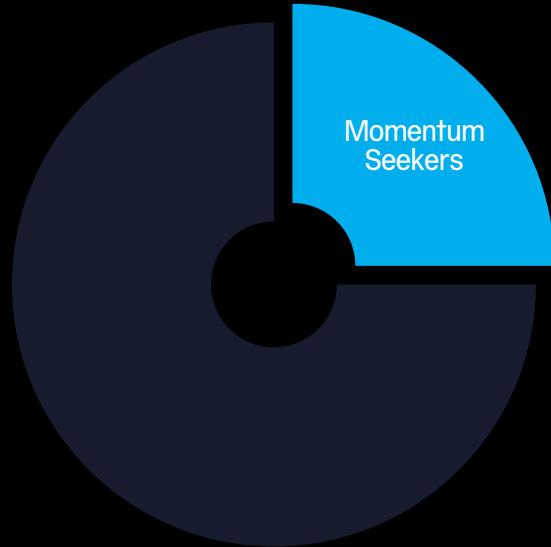


# THE CORRELATION BETWEEN MOMENTUM & CONSIDERATION





# IT'S A MINDSET BIG ENOUGH FOR OUR TASK



## A MASSIVE CONSUMER MINDSET

**11M** individuals

**25%** of the UK adult population

**67.5M** individuals

**24%** of the US adult population



# AND IT MAPS BRILLIANTLY ACROSS YOUR PRIORITY SEGMENTS

PRIORITY AUDIENCE	BUSINESS UNIT	MOMENTUM SEEKER
High Net Worth	PBWM	203
Mass Affluent	Personal	189
Emerging Affluent	Personal	113
SME	Business (Owners)	148
Customer	BUK & Corporate Bank	134

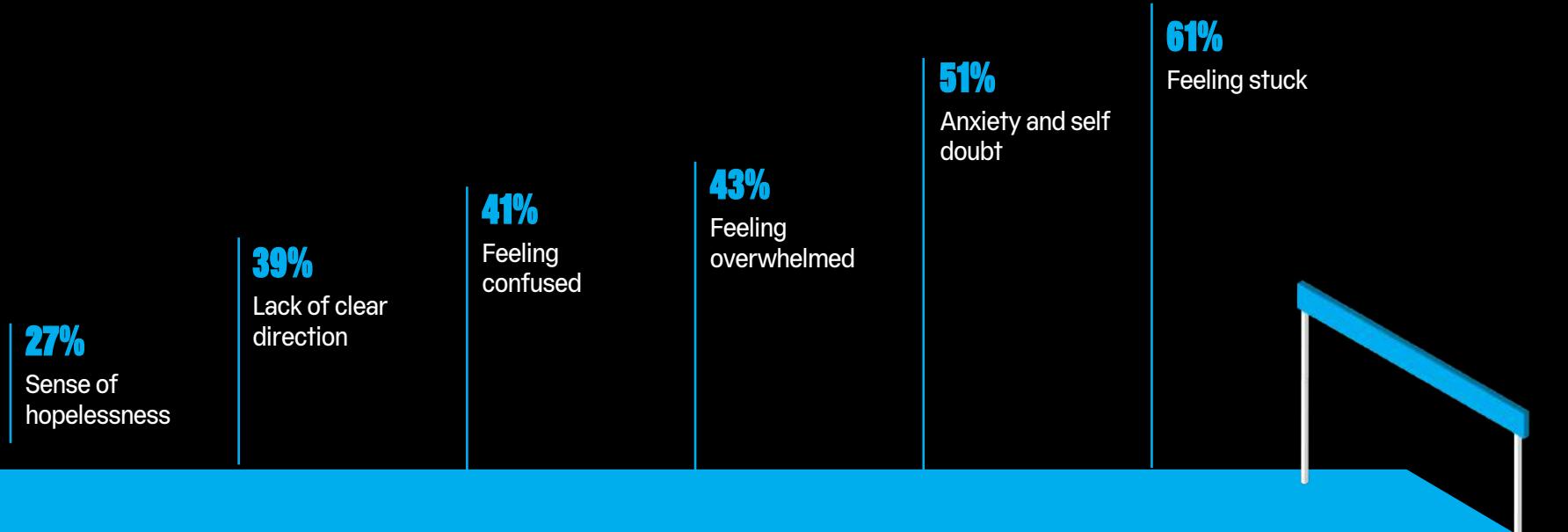


**BUT LET'S GET REALLY  
PRECISE ABOUT HOW IT  
WORKS **IN THE REAL**  
**WORLD OF MONEY****





# 'FEELING STUCK' IS THE BIGGEST BARRIER TO THAT FEELING OF POSITIVE MOMENTUM





# DAILY LIFE THROWS UP OBSTACLES TO OVERCOME

“I’m just so fed up feeling my finances aren’t in control. I work full time and earn okay....I’m focused on saving up as much as possible without living a miserable life and foregoing all holidays and fun completely.”

“Savings: £0. Just feel completely stuck...Any suggestions?  
(apart from just “earn more” which I assure you I am trying to do).”

“Is getting a mortgage as a single person practically impossible without a huge deposit?”

“Completely unable to get a personal loan despite good credit.”





# BUSINESS LIFE THROWS UP OBSTACLES TO OVERCOME

Growth is exciting, but reaching new customers means I'm constantly on edge about quality.

We had a great product, but without the right financial backing, it felt like trying to run a marathon on a treadmill—lots of effort, but no forward progress.

Every time I think I've got it figured out, a new challenge pops up. Scaling is no joke!

If I had a dollar for every time I've said 'tomorrow will be easier,' I'd actually have time for a vacation!



**ULTIMATELY POSITIVE MOMENTUM  
PUSHES YOU THROUGH  
TO WHERE YOU WANT TO GO**





A FOOT ON THE  
PROPERTY LADDER

A GROWING  
BUSINESS

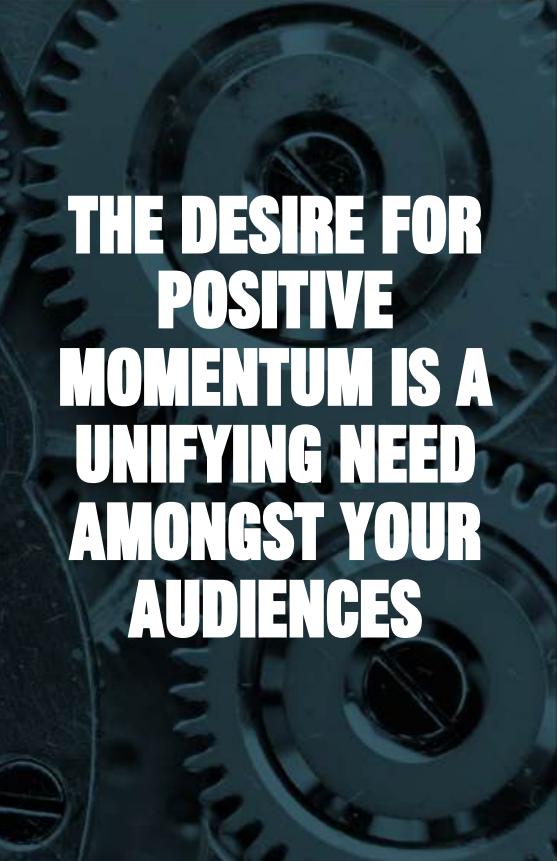
A VIBRANT  
LEGACY

A HAPPY  
SHAREHOLDER

A SLOT ON  
THE TEAM

A HOLIDAY BOUGHT  
WITH POINTS

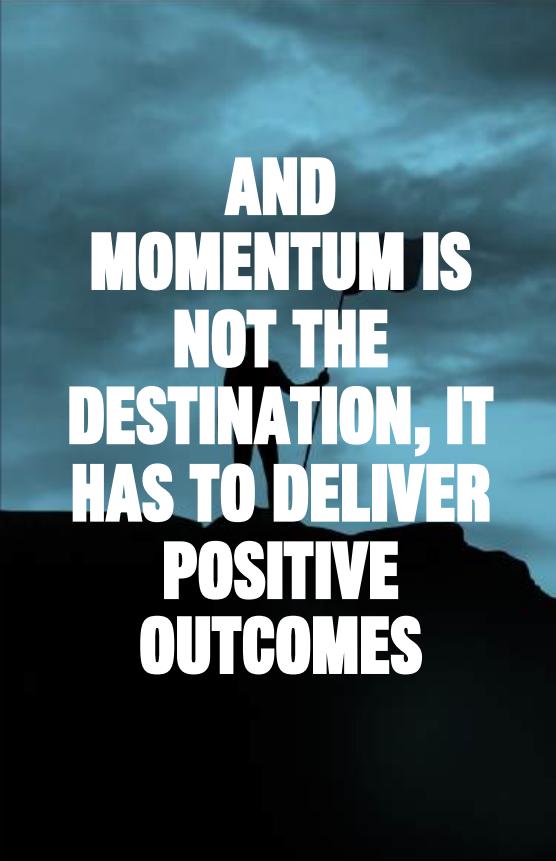
**POSITIVE  
MOMENTUM**



**THE DESIRE FOR  
POSITIVE  
MOMENTUM IS A  
UNIFYING NEED  
AMONGST YOUR  
AUDIENCES**



**BUT  
MOMENTUM  
EXISTS IN A  
WORLD OF  
FRICTION**



**AND  
MOMENTUM IS  
NOT THE  
DESTINATION, IT  
HAS TO DELIVER  
POSITIVE  
OUTCOMES**

# UNIFY MANY PARTS

Identify a universal  
mindset and need

# UNIFYING INSIGHT

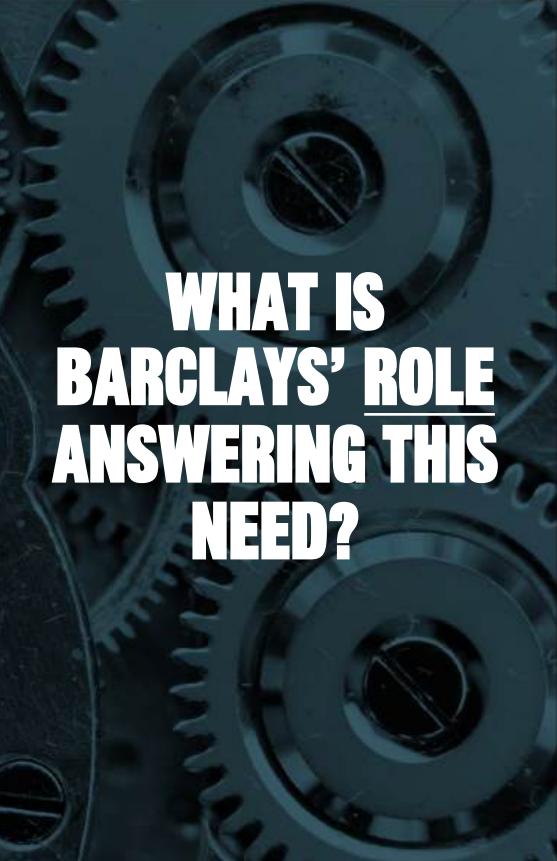
**‘The positive momentum  
I desire is harder than ever to  
create and maintain’**





# CHANGE MANY MINDS

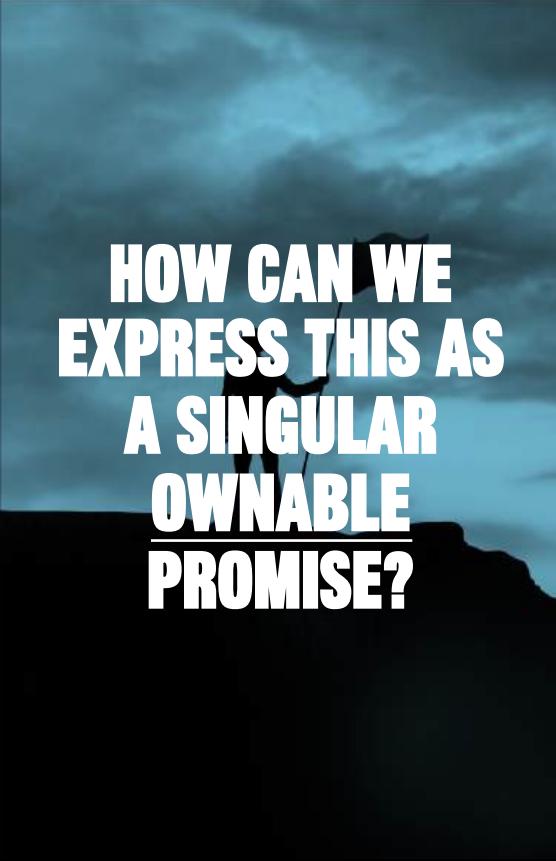
Focus on what ONLY Barclays can bring to the world

A close-up, low-angle shot of several interlocking metal gears, creating a sense of mechanical complexity and precision.

**WHAT IS  
BARCLAYS' ROLE  
ANSWERING THIS  
NEED?**

A dramatic, low-angle shot of massive, white-capped ocean waves crashing towards the viewer, set against a dark, overcast sky.

**HOW DOES THAT  
PLAY TO YOUR  
UNIQUE  
STRENGTHS?**

A dark, high-contrast silhouette of a person standing on a rocky outcrop, looking out over a vast, turbulent sea under a dark, cloudy sky.

**HOW CAN WE  
EXPRESS THIS AS  
A SINGULAR  
OWNABLE  
PROMISE?**



**OUR UNIFYING INSIGHT IS...  
'THE POSITIVE MOMENTUM  
I DESIRE IS HARDER THAN EVER  
TO CREATE AND MAINTAIN'**



**BARCLAYS IS UNIQUELY PLACED TO  
RESOLVE THIS NEED**



**ENABLING MORE FAST  
GROWING BUSINESSES TO  
OVERCOME THE CAPITAL  
BARRIER TO SCALING UP**





**ENABLING MORE PEOPLE  
TO OVERCOME THE  
DEPOSIT BARRIER TO  
BUYING A NEW HOME**





**ENABLING MORE CLIENTS  
TO OVERCOME THE  
COMPLEXITY OF WEALTH  
TO BUILD A REAL LEGACY**





**ENABLING MORE GRANNIES  
TO OVERCOME TECH PHOBIA  
TO STAY IN TOUCH WITH  
THOSE WHO MATTER**





**ENABLING MORE KIDS  
TO OVERCOME  
UNDER-CONFIDENCE  
THROUGH SPORTS**





**ENABLING MORE FAMILIES  
TO OVERCOME THE DEMANDS  
OF TODAY IN ORDER TO BUILD  
FORWARD FOR TOMORROW**





**ENABLING MORE FANS TO  
OVERCOME THE  
TRANSACTIONAL NATURE  
OF SPENDING TO BE  
REWARDED FOR THE  
THINGS THEY LOVE**





**SCALE  
BREADTH  
EXPERTISE**

**ONLY  
AT  
BARCLAYS**

**AMBITION  
IDEAS  
HUMANITY**



SCALE  
BREADTH  
EXPERTISE

THE ENERGY  
THAT IS  
CREATED  
WHEN MASS  
MEETS  
VELOCITY

AMBITION  
IDEAS  
HUMANITY



**SCALE  
BREADTH  
EXPERTISE**

**THE  
DYNAMIC  
ENABLER OF  
CHANGE**

**AMBITION  
IDEAS  
HUMANITY**



**SCALE  
BREADTH  
EXPERTISE**

**THE BREAK  
THROUGH  
BANK THAT  
HELPS  
TRANSFORM  
YOUR FUTURE**

**AMBITION  
IDEAS  
HUMANITY**



**THE BREAK THROUGH BANK THAT  
HELPS TRANSFORM YOUR FUTURE**



THE REALITY OF INERTIA AND FRICTION DEMANDS  
THE TRANSFORMATIVE ENERGY THAT ONLY YOUR  
SCALE AND SMARTS CAN DELIVER

DYNAMIC ENABLER

# THE BREAK THROUGH BANK THAT HELPS TRANSFORM YOUR FUTURE

TRANSFORMATION IS THE SCALED,  
AMPLIFIED EXPRESSION OF OUR NEED FOR  
CONCRETE OUTCOMES

BARCLAYS PURPOSE IS ROOTED IN A  
DIFFERENT, BETTER FUTURE

# YOU HAVE BEEN BREAKING THROUGH FOR 300 YEARS

Paving the way for the digital banking revolution with online banking

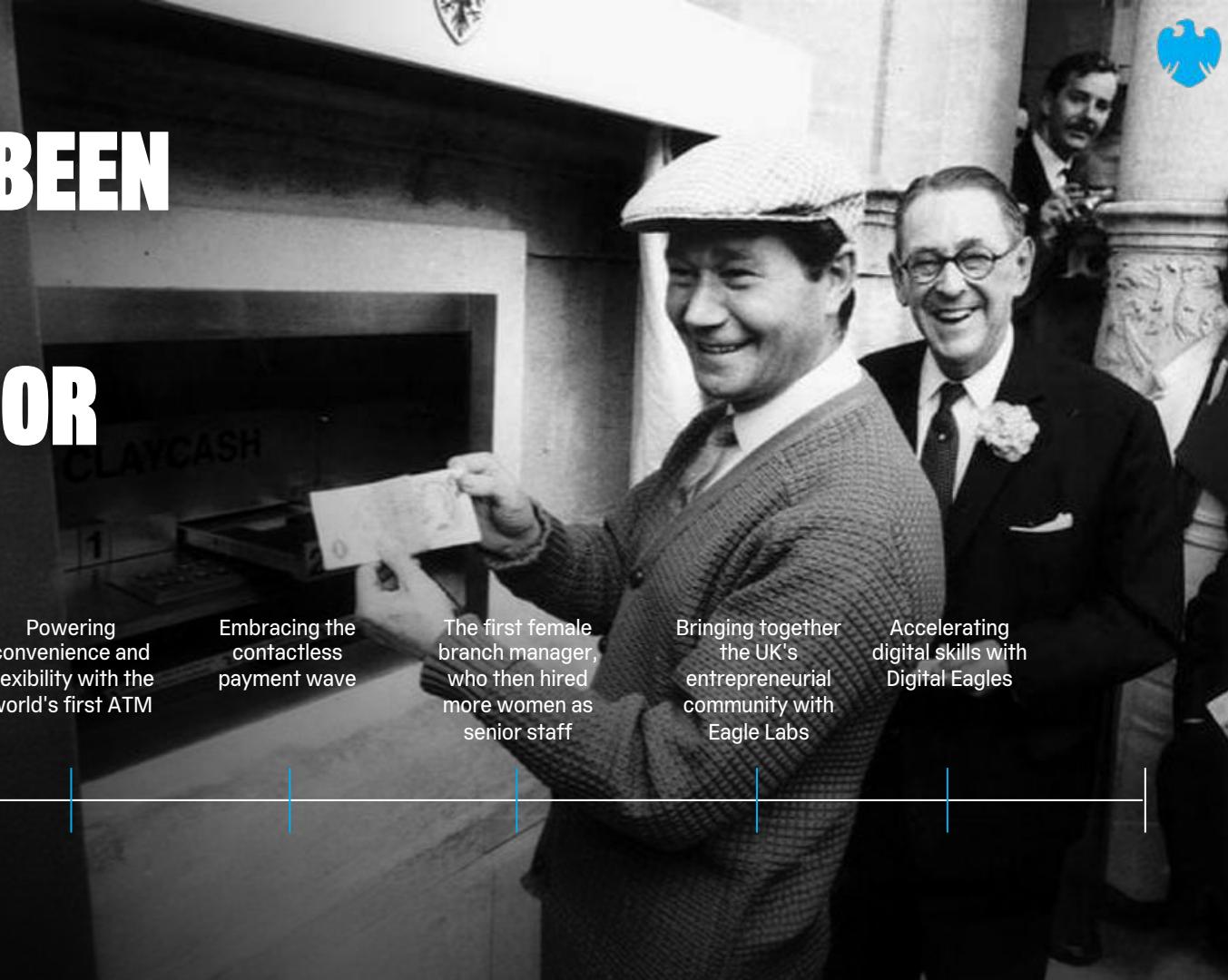
Powering convenience and flexibility with the world's first ATM

Embracing the contactless payment wave

The first female branch manager, who then hired more women as senior staff

Bringing together the UK's entrepreneurial community with Eagle Labs

Accelerating digital skills with Digital Eagles





# AND DOING IT TO THIS DAY

Reimagining processes like digital lending so business can get capital faster

Embedding tech, like Smart Business Dashboard so businesses can focus on growth

A full spectrum offer that takes you from start-up to scale-up to IPO

Creating new lending models like Boost and Springboard that enable home ownership faster

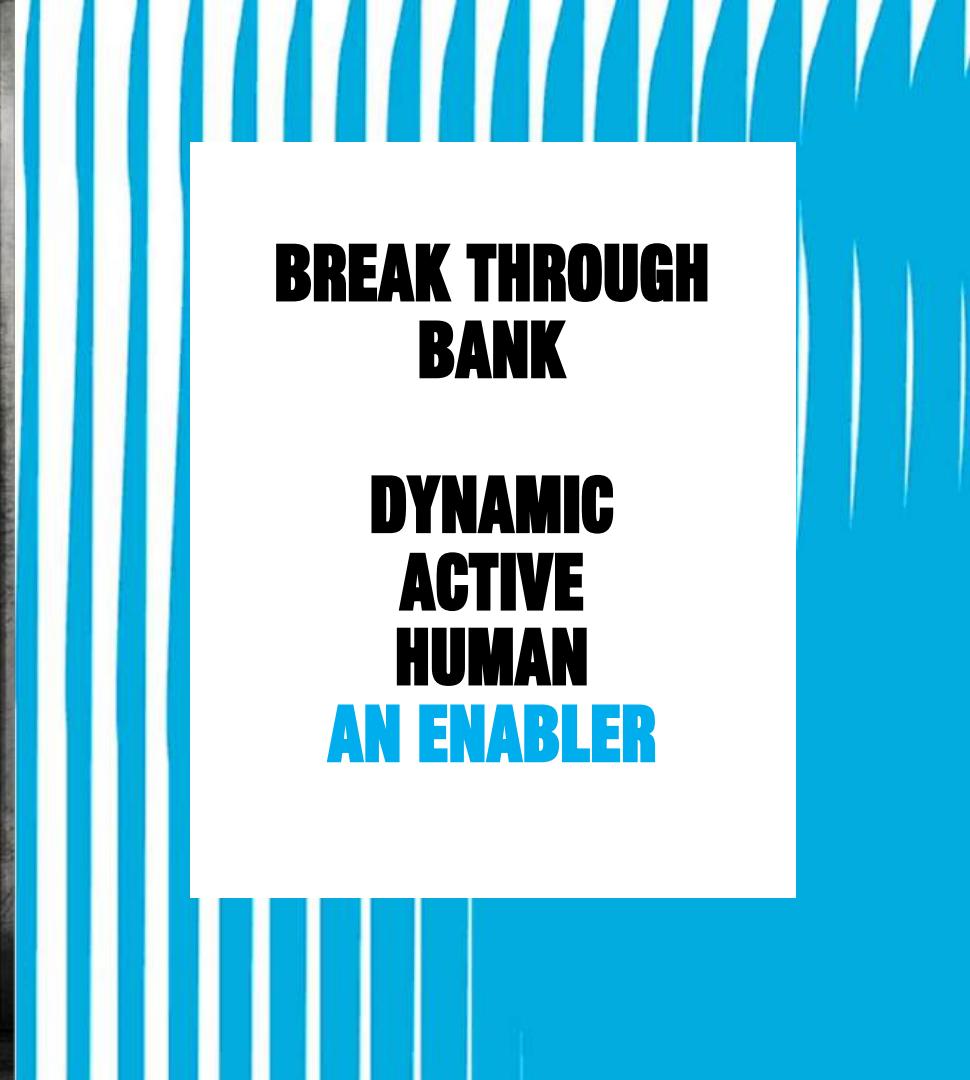
A comprehensive financial hub that helps you maximise not just manage your money

Getting behind the sports we love the most and helping them thrive



**BIG BLUE  
BANKLAYS**

**SLOW  
STATIC  
CORPORATE  
AN INSTITUTION**



**BREAK THROUGH  
BANK**

**DYNAMIC  
ACTIVE  
HUMAN  
AN ENABLER**



# CHAMPION MANY STRENGTHS

Focus on what ONLY  
Barclays can bring to  
the world.

# UNIQUE POSITION

**The Break Through Bank that helps  
transform your future**



**AVOID MANY CONVENTIONS  
BE BOLD ENOUGH TO DRAMATICALLY  
CHANGE CONSIDERATION**



# AnyBank™

Forward first to trust together

Said 'Hello' to the Web  Saying 'Hello' to the Web

## Saying 'I do'

YOU ARE ON OUR CAPITAL. YOU'RE ANICON OF THE WORLD. YOU'RE SALT  
BAGELS EATEN OUT. YOU'RE THE WAY TO THE SPANISH'S  
INN. YOU'RE STRAWBERRIES AND CREAM CARNIVAL FEAR AND CLIP CHAMPIONS.  
**YOU ARE LONDON.**  
OPEN TO ALL, FROM CANADA WATER TO PEACE STREET, BECAUSE  
WHETHER YOU'RE A PEANUT OR A BOMB SINGER, TOGETHER WE  
ARE ALL PART OF SOMETHING FAR, FAR BIGGER. WE ARE NOT AN ISLAND.

A small blue icon of a bird with its wings spread wide, positioned in the bottom right corner of the slide.

# A UNIVERSE OF FINANCIAL SERVICE SAMENESS



WE KNOW, BECAUSE WE  
COLLECTED AND ANALYSED 2,000  
FINANCIAL SERVICES TAGLINES  
FROM AROUND THE WORLD

THEY CAN ALL BE GROUPED INTO  
JUST SIX BUCKETS

18.42%

The Connections You Need.  
It Starts Here

Helping To Get you  
Where You Need

By Your Side

**SERVICE,  
CUSTOMER  
CENTRIC**

Business Banking  
How It Used To Be.  
Just Better

The Bank Built  
For You

Real People.  
Real Relationships.

The Branch Is  
The Bank

Getting You Where  
You Want To Be

Community Minded,  
Just Like You

Passionately  
Local Banking

The Community  
Advantage

17.11%

Every Little  
Helps

Our Community...  
Your Bank

**LOCAL, FRIENDLY,  
COMMUNITY**

Neighbours you  
know, Bankers  
You Trust

A good way to bank

Family Owned  
Since 1885

Building the  
Future

Tomorrow  
Begins  
Today

Progress Is Everyone's  
Business

**PROGRESS,  
FUTURE,  
GROWTH**

We Help You  
Capitalize on  
Change

Driven To  
Do Better

Grow With Us

10.53%

Trust is Everything

The people you turn to.  
The bank you trust.

**TRUST,  
HONESTY**

Where India  
Banks

We keep our  
promises to you

Better Banking.  
Proven Service

Strength in  
Partnership

Trust. The feeling  
is mutual

Generations of Service  
Est. 1883

Making it  
easy  
for you

Together  
we  
thrive

Simpler.  
Faster.  
Friendlier

Money Made  
Easy

**INNOVATION,  
CONVENIENCE**

17.11%

Beyond Banking

Saving Smarter,  
Not Harder

Don't Live Life  
Without It

See What Your  
Money Can Do

Do more

Get more BANK  
for your buck

Experience the  
power of us

**PERFORMANCE,  
ACHIEVEMENT**

17.10%

Backing You To  
Achieve More

Making You Happier  
About Money

Making more  
possible

More ideas for  
your money

The Power on  
Your Side

Every Little  
Helps

Community Minded,  
Just Like You

Our Community...  
Your Bank



**LOCAL,  
FRIENDLY,  
COMMUNITY**  
**17.11%**

Passionately  
Local Banking

Neighbours you  
know, Bankers  
You Trust

The  
Community  
Advantage

Family  
Owned  
Since  
1885

A Good  
Way to  
Bank

The Connections You Need.  
It Starts Here

Helping To Get You  
Where You Need

By Your Side



The Bank Built  
For You

Real People.  
Real Relationships

The Branch Is  
The Bank

Business Banking  
How It Used To Be.  
Just Better

Getting You Where  
You Want To Be

# Progress is Everyone's Business

Building the  
Future

Tomorrow  
Begins  
Today

Make  
Progress

Make Dreams  
Happen

We Help You  
Capitalise on  
Change

Driven To  
Do Better

Grow With Us



Experience the  
Power of Us

Backing You To  
Achieve More

Do More

Get more BANK  
for your buck

More Ideas for  
Your Money

The Power on  
Your Side

Making You Happier  
About Money

Making More  
Possible



Money Made  
Easy

Simpler. Faster.  
Friendlier

Making it Easy  
for You

Together we  
Thrive



See What Your  
Money Can Do

Beyond Banking

Saving Smarter,  
Not Harder

Don't Live Life  
Without It

# Trust is Everything

The people you turn to.  
The bank you trust.

We keep our  
promises to you

Better Banking.  
Proven Service

Where India  
Banks

Generations of Service  
Est. 1883

Trust. The feeling  
is mutual



Strength in  
Partnership



## AVOID MANY CONVENTIONS

Be bold enough to  
cut through  
popular opinion.

## DIFFERENTIATED APPROACH

**An articulation that is not only fresh, but  
grounded in meaningful outcomes**

# UNIFY MANY PARTS

Identify a universal  
mindset and need

# CHANGE MANY MINDS

Focus on what ONLY Barclays  
can bring to the world

# AVOID MANY CONVENTIONS

Be bold enough to dramatically  
change consideration





# UNIFY MANY PARTS

THE POSITIVE  
MOMENTUM/  
DESIRE IS HARDER  
THAN EVER TO CREATE  
AND MAINTAIN

# CHANGE MANY MINDS

THE **BREAK THROUGH**  
**BANK** THAT HELPS  
TRANSFORM  
YOUR FUTURE

# AVOID MANY CONVENTIONS

AN ARTICULATION THAT IS  
NOT ONLY FRESH, BUT  
GROUNDED IN MEANINGFUL  
OUTCOMES



THIS STRATEGY HAS LED  
TO AN IDEA THAT HAS  
NEVER SHOWN UP, NOT  
EVEN ONCE, IN THOSE  
2,000 TAGLINES





**TURN OUR STRONG  
POSITIONING INTO A  
KILLER CREATIVE  
PLATFORM**



**CONFIDENT**  
**UNIFYING**  
**ENERGETIC**  
**BITE**



# RE-APPRAISAL RECONSIDERATION



“

**A SHIP IS SAFE IN HARBOUR,  
BUT THAT'S NOT WHAT SHIPS ARE FOR. ”**

WILLIAM G. T. SHEDD



**SIMPLE MEMORABLE  
LANGUAGE WHICH SPEAKS TO  
BARCLAYS' ABILITY TO AFFECT  
PEOPLE'S LIVES IN A  
MEANINGFUL WAY**





*break through with*  
**BARCLAYS**



**INVITATIONAL  
IMPACTFUL  
AUTHENTIC**



# ALTERNATIVE LINES

 **BARCLAYS**  
**BRING IT TO LIFE**

 **BARCLAYS**  
**FOR WHAT'S NEXT**

 **BARCLAYS**  
**BLUE SKY BANKING**



**YOU BANK WITH  
OTHER BANKS  
BUT CAN BREAK  
THROUGH WITH  
BARCLAYS**



COLLEAGUES

B2B

B2C

PARTNERS

CORPORATE  
COMMS

INVESTMENT  
BANKING



*break through with*  
**BARCLAYS**

CO-BRANDED CARDS



**CUSTOMER**

Personal Banking      Barclaycard      PBWM      Business Banking      Corporate      Co-Branded Cards      Investment Banking

**Inspiring, Empathetic, Optimistic, Confident**

**Informative, Definitive, Purposeful, Authoritative**





# SUBLINE FLEX



**CUSTOMER**

**CLIENT**

Personal Banking

Barclaycard

PBWM

Business Banking

Corporate

Co-Branded Cards

Investment Banking

For your next financial  
step, big or small

For your high-growth business  
at every stage of your journey

For a more rewarding  
card experience

For access to  
public markets

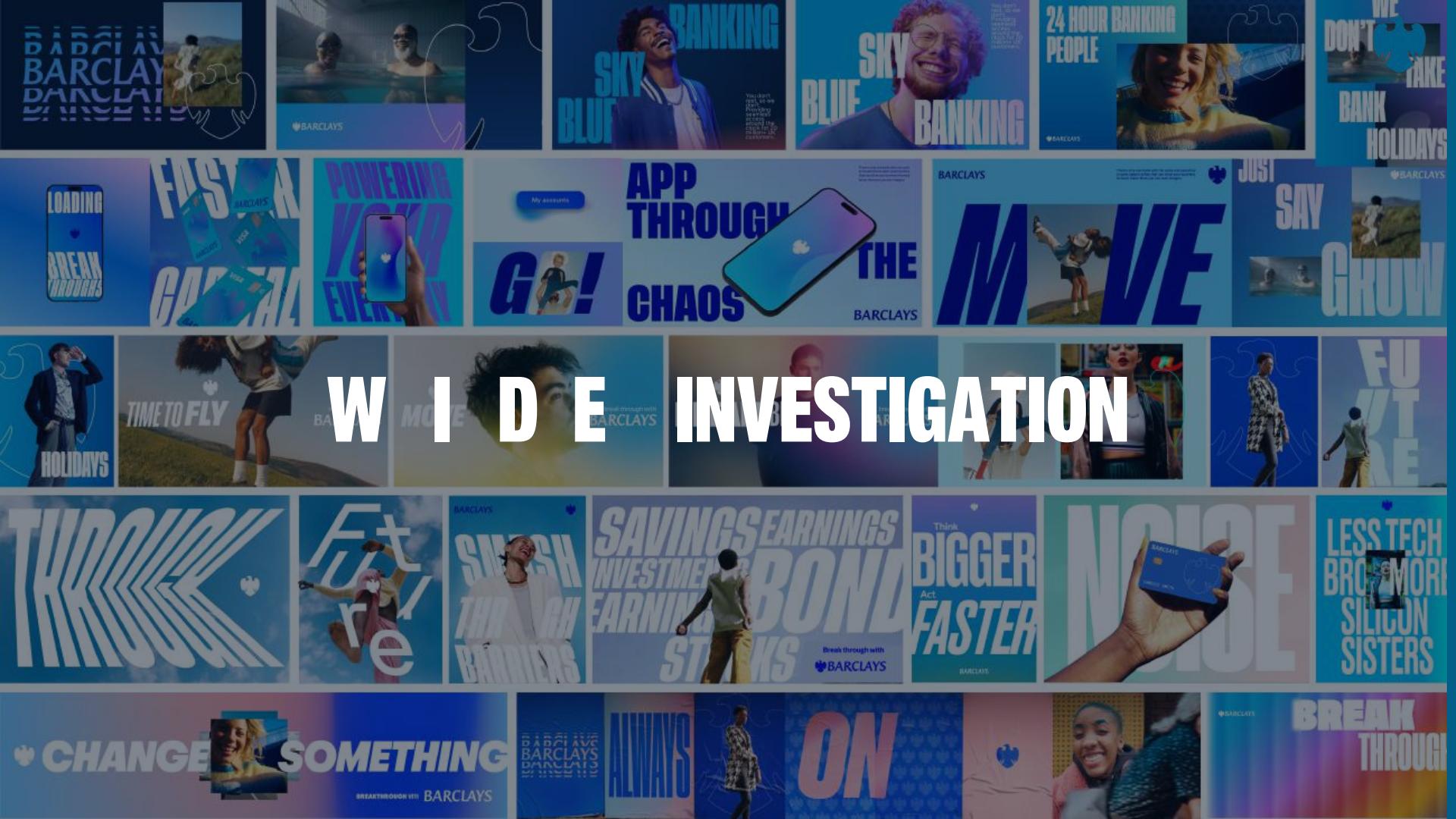


*break through with*

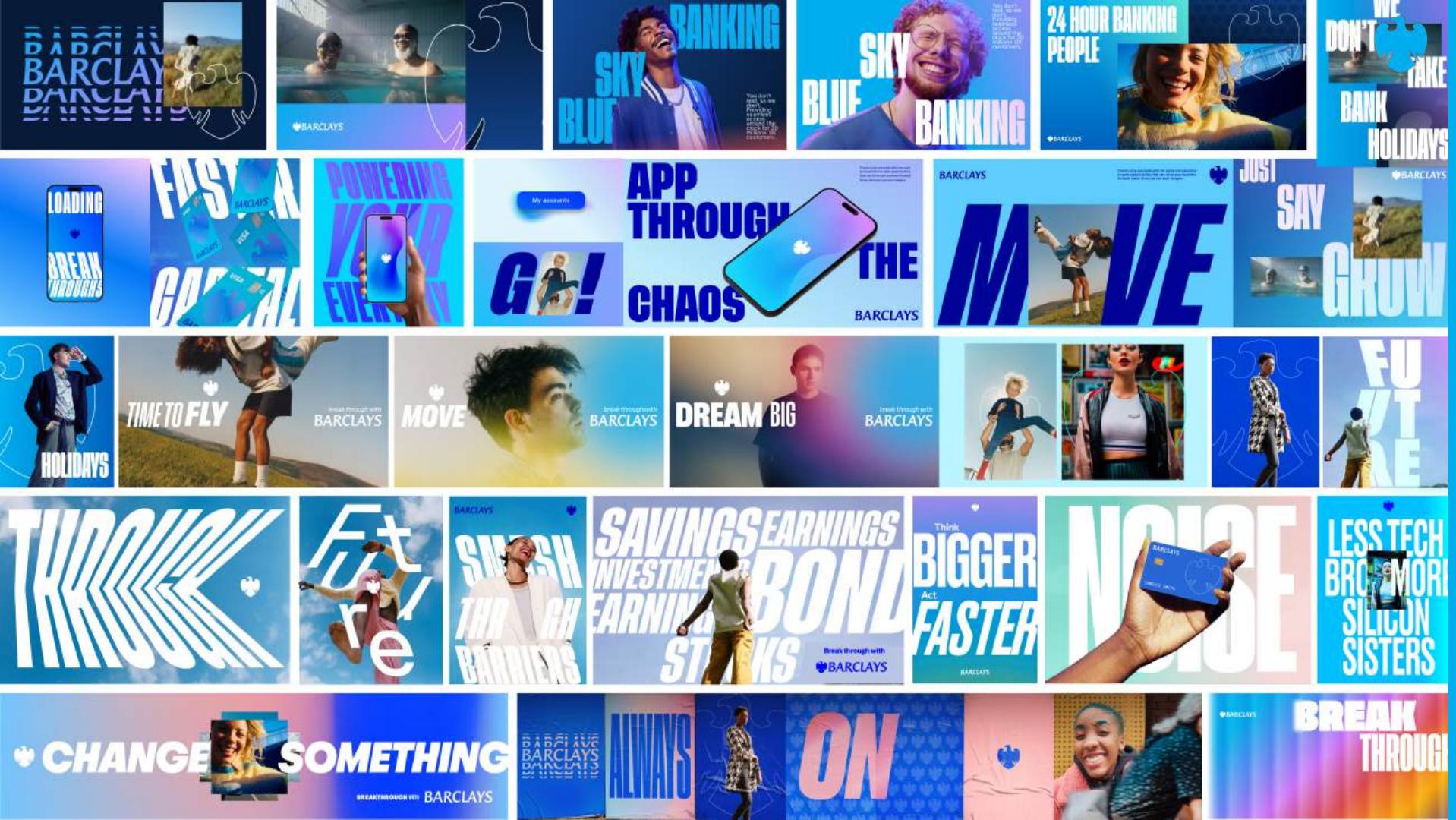
**BARCLAYS**



**A VIBRANT, ENERGISING WORLD  
OF COLOUR, BUILT FROM YOUR  
SIGNATURE BLUE.**



# INVESTIGATION





# UPLIFTING, OPTIMISTIC PHOTOGRAPHY





## **BOLD AND VERSATILE TYPOGRAPHY TO COMPLEMENT YOUR BRAND TYPEFACE**

M  
O  
V  
e

From  
*proposition*  
to  
*acquisition*

Future

TIME TO **FLY**

**DREAM BIG**



A flexible design approach enables us to appropriately vary the way we look.

## CONFIDENT AND SMART



## ENERGISING AND INSPIRING





Corporate

Core

App





**LAUNCHING  
IT TO THE  
WORLD**



**TO DRIVE REAPPRAISAL  
WE NEED A HARD RESET WHERE  
BRAND COMMUNICATIONS  
AND ACTIONS ALIGN TO LAND  
OUR REPOSITIONING  
POWERFULLY AND INDELIBLY**



**BARCLAYS**  
**BREAK**  
**THROUGH**  
**DAY** Tuesday  
23rd Sept



**WE BRING TOGETHER AND PACKAGE  
ALL THE **TRANSFORMATIVE** THINGS  
THAT **YOU** DO INTO ONE DAY TO  
INSPIRE AND **ENCOURAGE**  
THE NATION TO TAKE THEIR NEXT  
**FINANCIAL STEPS,**  
**BIG OR SMALL.****



**CHANGE  
BEGINS  
WITHIN**



# BREAK THROUGH

with BARCLAYS

1966 THE UK'S  
FIRST CREDIT CARD

NET ZERO BY 2050



BREAK



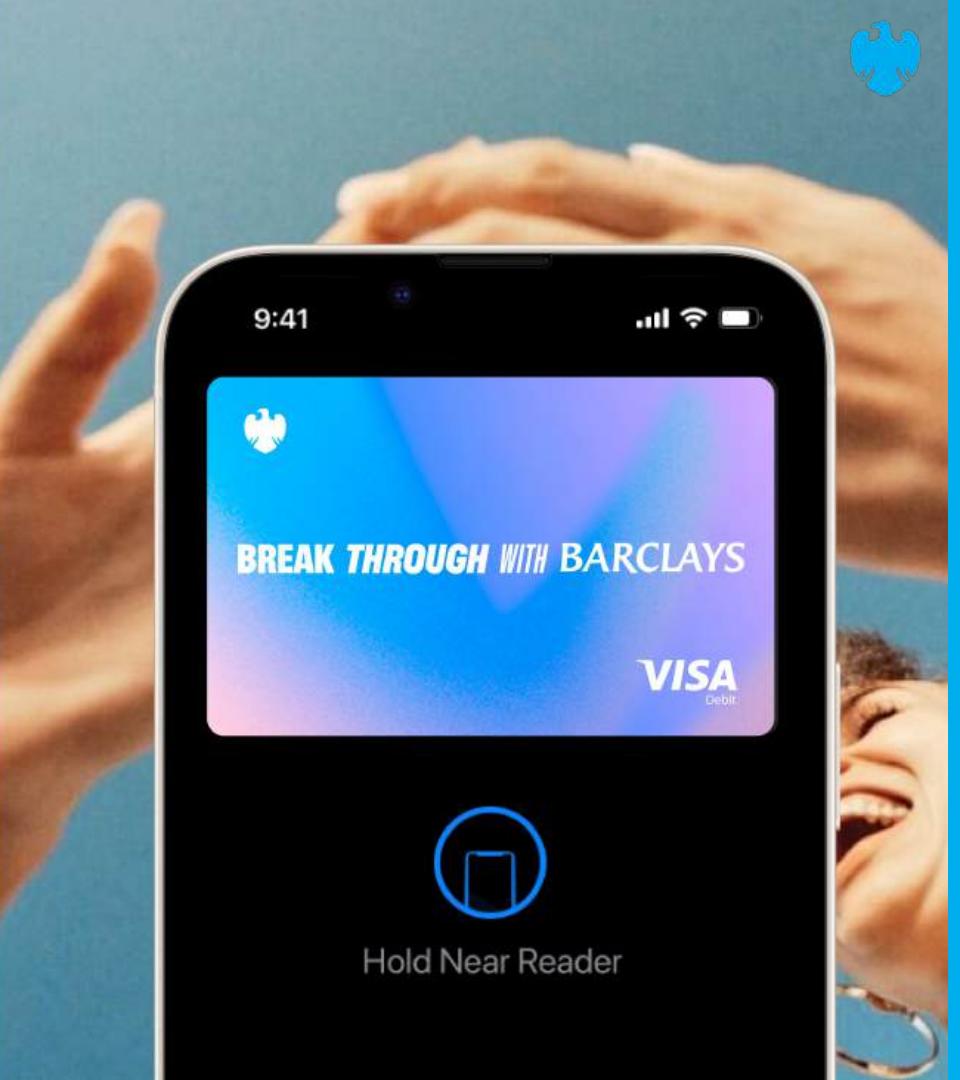
THROUGH

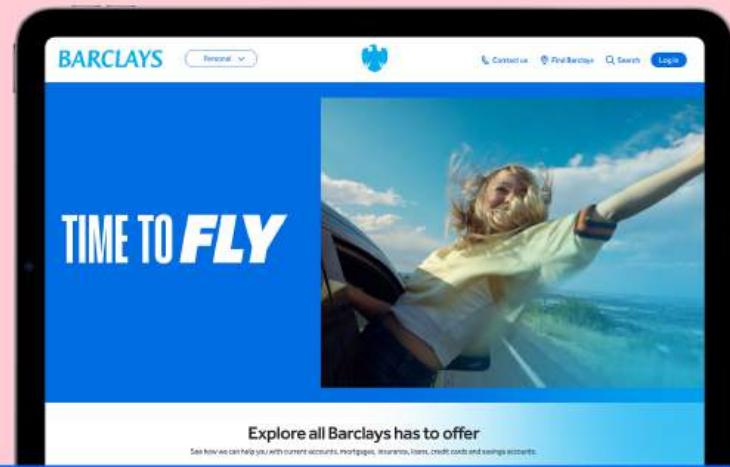
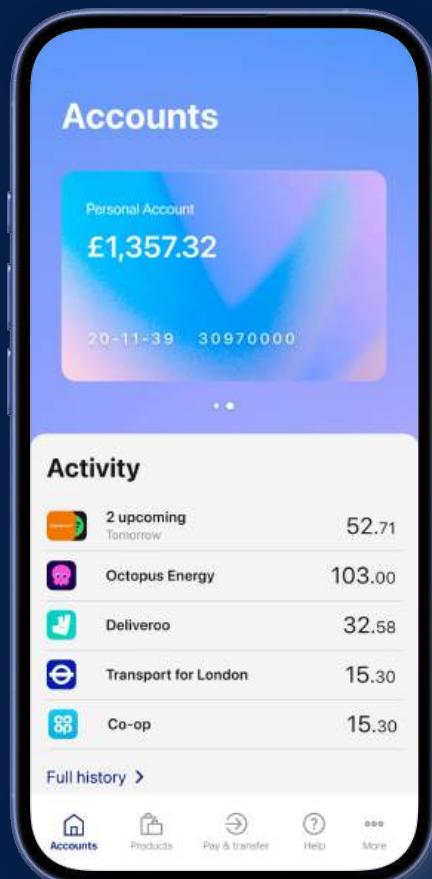


REDUCE

WITH

BARCLAYS









# to proposition acquisition

23.7%

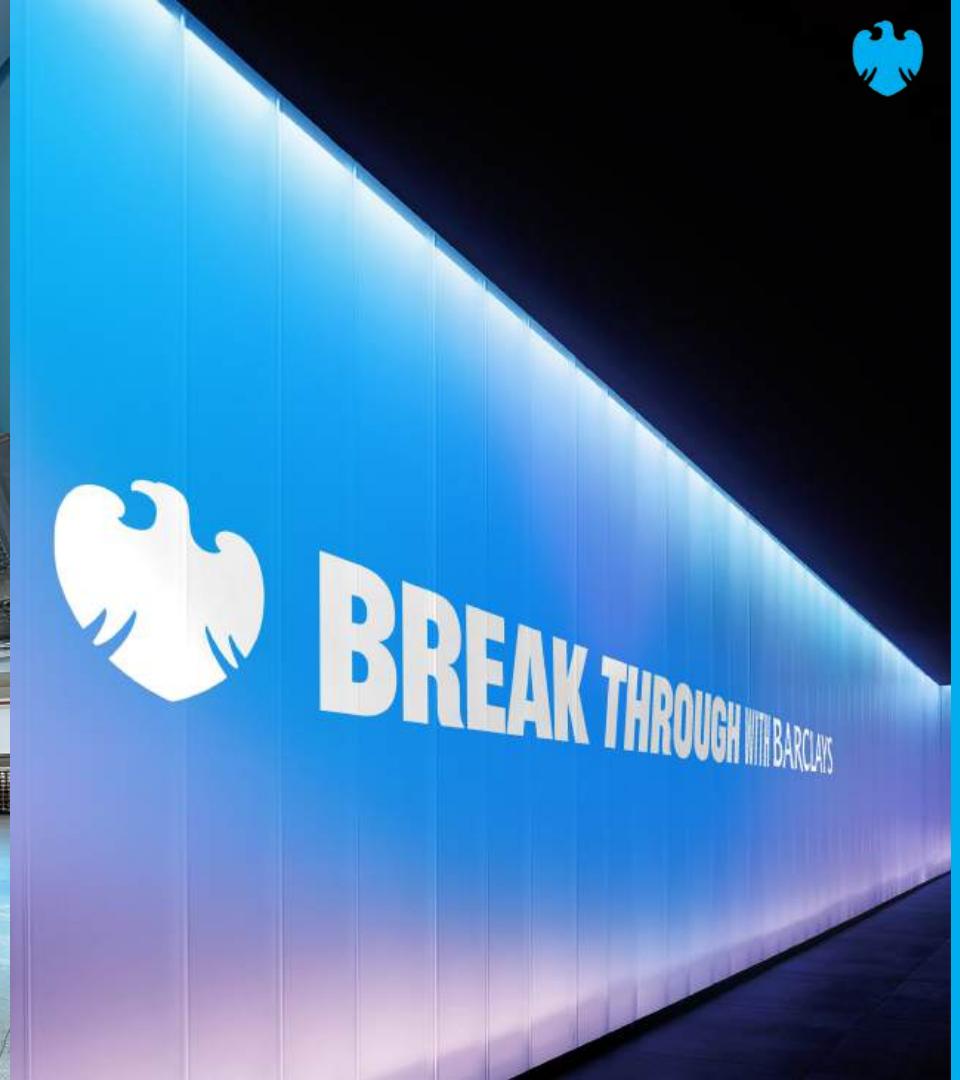
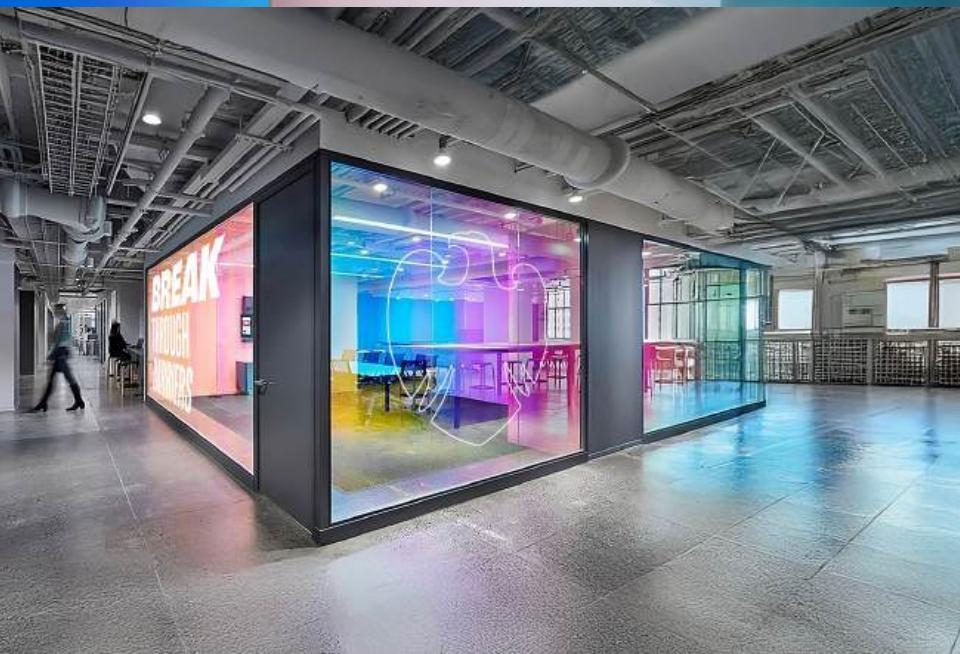
9.11%



## Our stakeholders









Imagine Spotify wrapped  
for your finances.



**EQ Technology.**  
Using emotional intelligence to engage on  
a deeper level with our app customers.



A launch pad to help the next  
generation of business break through.



Partner with Nexus at Leeds University to  
launch a Break Through Incubator.



A future talent Academy to discover  
Break Through talent to feed  
the Women's Super League.



Blue Sky Lab.  
A school programme  
to allow bright tech minds to blossom.



# BREAK THROUGH EXPECTATIONS



Proud to be supporting  
more high-growth  
businesses from scale up  
to IPO than ever before.

*break through with*  
**BARCLAYS**



# BREAK THROUGH INDECISION

We're proud to help  
communities thrive with more  
sports and skills programmes  
than ever before.

break through with  
**BARCLAYS**

OCEAN

FEEL ITS PASSION...



# BREAK THROUGH BARRIERS



We're proud to help  
communities thrive with more  
sports and skills programmes  
than ever before.

*break through with*  
**BARCLAYS**

**Nando's**

**CLICKS** +

OPTOMETRIST

SKSHEA



ELONEX

# FIND YOUR PATH

*For your next financial step, big or small.*

*break through with*

**BARCLAYS**

TRAFFOLD PARK



# TIME TO FLY

*For your next financial step, big or small.*

*break through with*  
**BARCLAYS**

TOTTENHAM  
COURT ROAD



# DREAM BIG

*For your next financial step, big or small.*

 *break through with*  
**BARCLAYS**

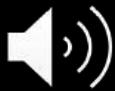




CUSTOMER



# UK TV LAUNCH





# POTENTIAL TRACKS

We'll use a big track from a contemporary artist that is bold, driving and uplifting – while also allowing for dynamic moments in the film.

It would also be great to feature an up-and-coming artist, turning the film into their break-through moment.

[Charli XCX 360](#)



# POTENTIAL DIRECTOR

Sam Brown directs big, colourful spots with memorable imagery and moments of humour. [Reel here](#)





# POTENTIAL TALENT

## CONFIDENCE, CHARISMA, CHARM



### **Emily Blunt**

Beloved star whose versatility in everything from action to rom-com helped her break through to top billed name.



### **Michaela Coel**

Award-winning writer, actor and creator who broke through with her blend of humour and raw honesty.



### **Phoebe Waller-Bridge**

Super smart star and writer of Fleabag and much more. Phoebe's dry knowing tone, is very British.



# **FLEXING THE TONE OF THE PLATFORM**





# REAL STORIES X4

We'll create 5-10 mini films that each focus on a different break through stories. This will demonstrate how Barclays is helping people from across different life stages, demographics and situations break through.



## Daniel Edwards

Sixty-something man learning technology through the Digital Eagles program and just getting into investing to add extra income during retirement.



## Lucy and Ian Nguyen

Thirty-something family buying a new home with the help of mortgage boost innovative loan options.



## Fatima Ahmed

Forty-something executive in design studio looking at prototypes for new workout gear.



## Matthew Roberts

A young person who has gotten into a new career through upskilling and education training through LifeSkills.



# POTENTIAL DIRECTOR

Kim Gehrig Queen of the big attitudinal spot.

Humanity that hits hard.

[Reel here.](#)





**OR WE  
CAN DO  
IT LIKE THIS..**



# POTENTIAL TALENT

WITTY, SMART, ENGAGING



## Amelia Dimoldenberg

Voice of a generation. Oscar red carpet host. Amelia brings a disarming warmth and wit to the people.



## Katherine Parkinson

Known & much-loved for the IT crowd, but most recently for Disney's The Rivals.



## Sharon Hogan

Quick-witted comedian with a bold, confident delivery with a self-awareness and humility that the nation loves.





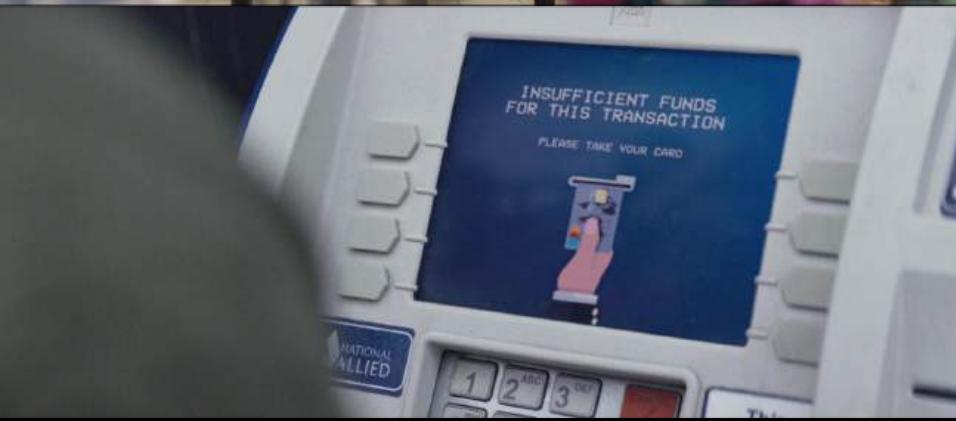
# THREE PRODUCT CUTDOWNS



# APP



# BUSINESS (B2B)





# RADIO



# WHERE TO?

In this spot we hear Amelia Dimoldenberg's optimistic and determined voice rallying the nation to break through their inertia and to get that *thing* going with the help of Barclays.

**I see you. Daydreaming away there. Thinking about *THE* thing.**

**The one thing on your mind that you're putting off.**

*(Amelia putting on voices of different people)*

*We'll sort the mortgage later. My business is doing fine...I guess.*

*Mobile banking? not for me.*

**Well don't put it off put it ON.**

**With hundreds of experts on hand, Barclays is here to help you break through whatever's blocking your way.**

*(Putting on voices again)*

*Wow, check me out, my business is blooming. I'm in my new kitchen, rustling up a bacon sarnie while sorting my banking out on my phone.*

**See.**

***For your next financial step, big or small***

**BREAK THROUGH WITH BARCLAYS.**





**CAPTURING THE MILLIONS OF  
BREAKTHROUGHS ENABLED  
BY BARCLAYS ON A DAILY AND  
WEEKLY BASIS.**



**TODAY AT  
BARCLAYS**

**326**

Better homes bought thanks to Mortgage Boost

**142**

New jobs created thanks to Digital Eagles

**59**

First-time buyers

**5,721**

People upskilled and empowered with our LifeSkills program

A digital screen displays a series of statistics for Barclays. The top section is blue with white text. The middle section has a gradient from blue to yellow. The bottom section has a gradient from yellow to orange. The statistics include: 326 homes bought thanks to Mortgage Boost, 142 new jobs created thanks to Digital Eagles, 59 first-time buyers, and 5,721 people upskilled and empowered with the LifeSkills program.



**2,740**  
New customers

**1,925**  
Housewarmings

JCDecaux

THIS  
WEEK  
AT  
**BARCLAYS**

**19,230**  
Free deliveries  
on Amazon

5,770

High-value loans

AT Barclays

192

Loans

438

Referrals

5,711

New midnight

Investors

**5,711**

New midnight

Investors

DISCOVER HOW  
BARCLAYS CAN  
HELP YOU  
BREAK  
THROUGH

**EUSTON**

Platforms 12 to 16

Cash machine  
Left luggage

Barclays Police

11

11

9

9

9

9

9

9



# BUK BRIEF



**BRING TO LIFE OUR DIGITAL  
SERVICING CAPABILITY  
(THROUGH OUR APP) IN A WAY  
THAT DIFFERENTIATES US  
FROM OUR COMPETITORS.**



**MULTIPLICITY + OPTIMISATION  
MORE SPOTIFY THAN BANK  
INSPIRE DISCOVERY**



# EVERYDAY BREAKTHROUGHS

Life is nonstop. 24/7. 365.

It's full on, the Barclays app helps you tackle it head on with game changing features.

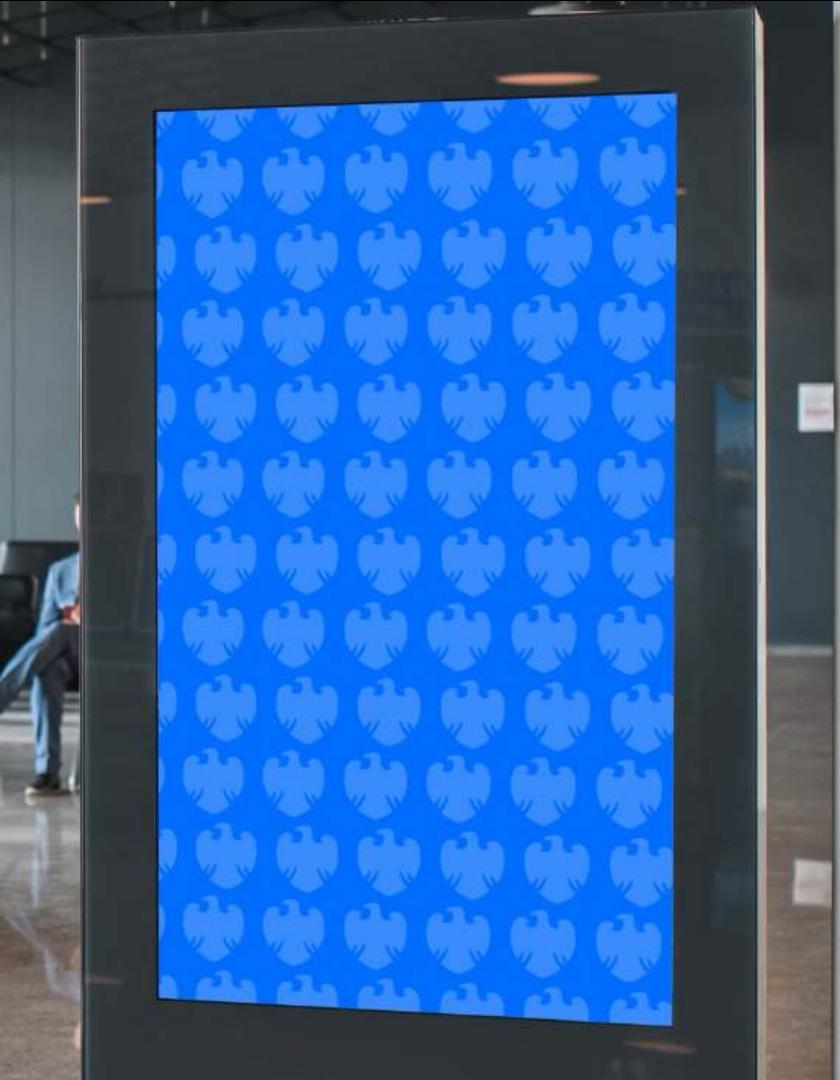
This is banking at the speed of life.

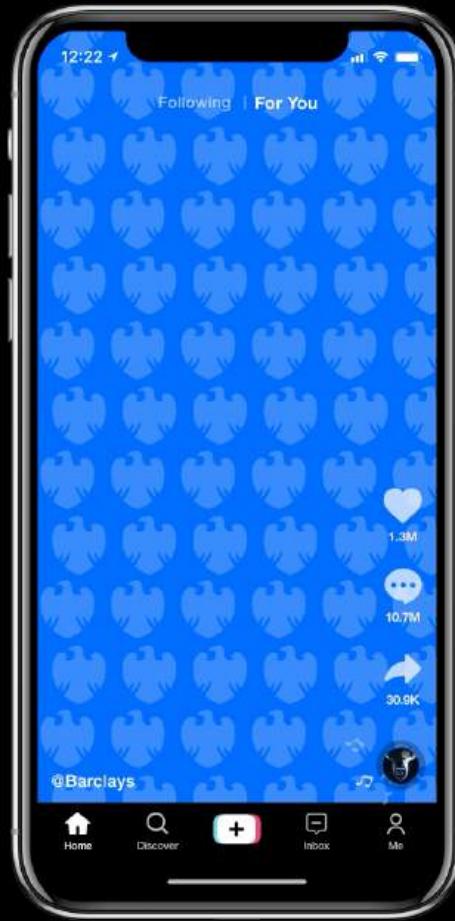
*break through with*  
**BARCLAYS**  
**BARCLAYS**  
**BARCLAYS**

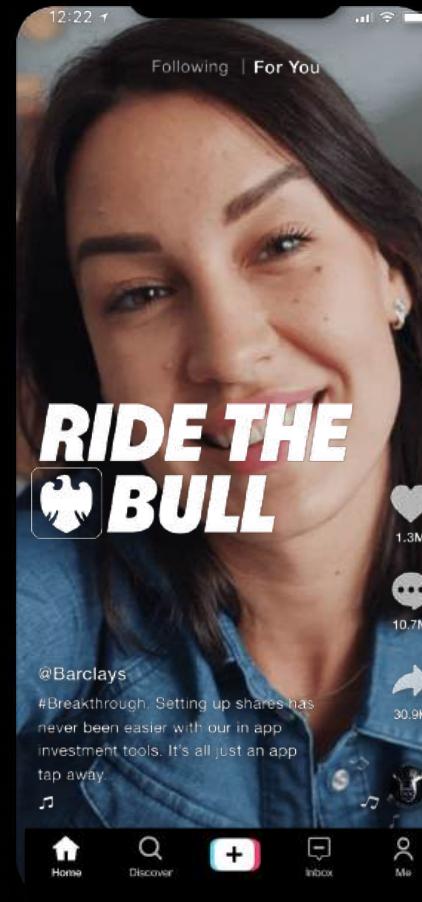
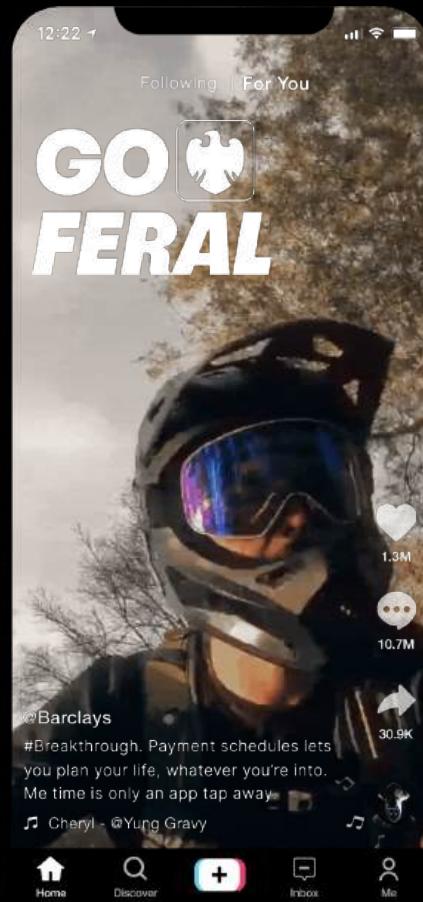


# EVERYDAY BREAKTHROUGHS











# BUSINESS TO BUSINESS



**POSITION BARCLAYS AS A  
LEADING BANKING PARTNER  
FOR INNOVATIVE, HIGH-  
GROWTH BUSINESSES AT ANY  
STAGE OF THEIR LIFECYCLE**



# FUELLED BUSINESS BREAKTHROUGHS

It's the unique diversity of thought, scale and sector expertise at Barclays that enables more innovative, high-growth businesses to break through.

Break  
*through*

with  BARCLAYS



Break  
through

with  **BARCLAYS**



# What if David worked with Goliath?





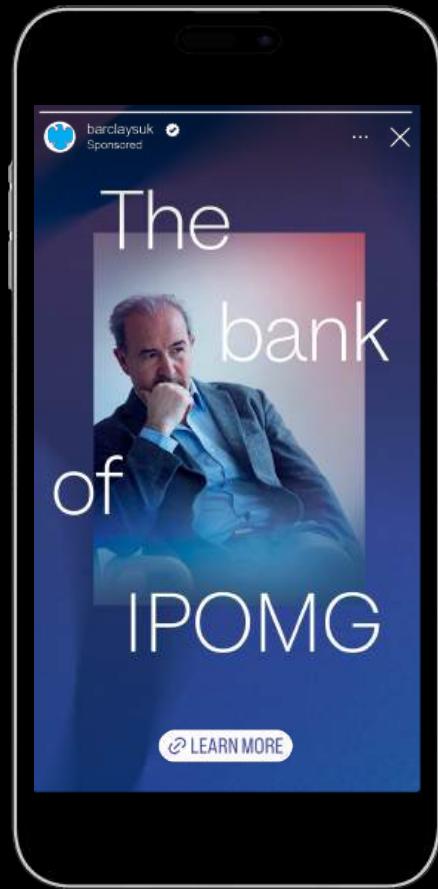
Less tech bros.

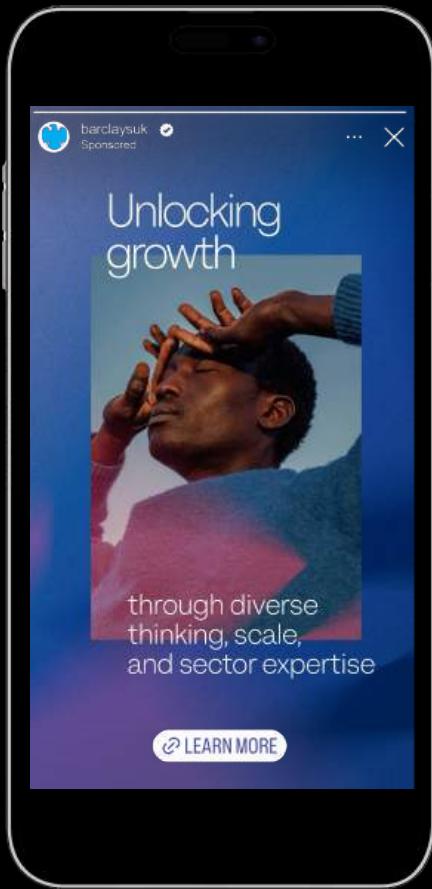


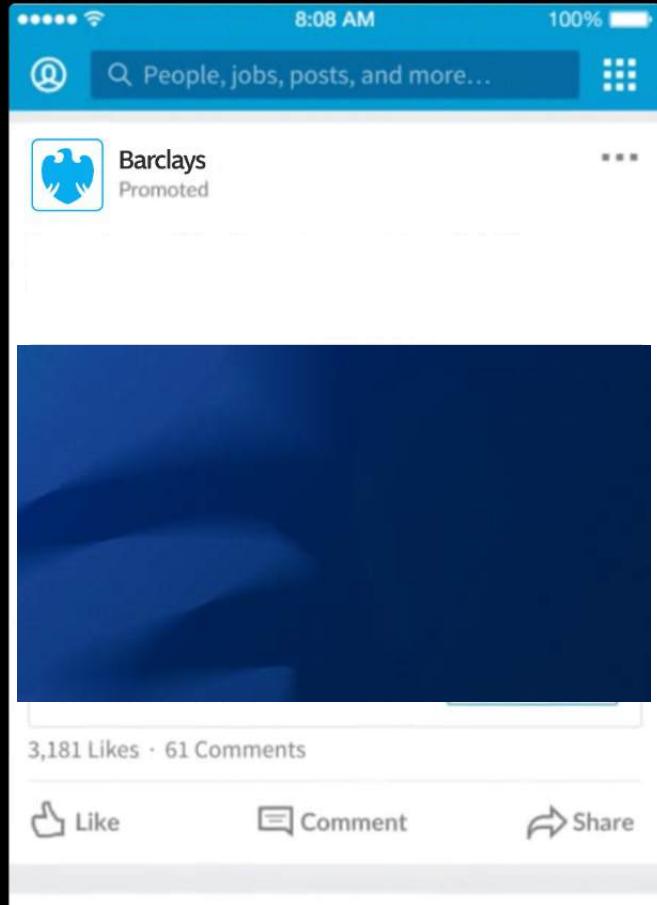
more silicon sisters

Break  
through  
with  BARCLAYS

We can help you manage your business banking,  
including cashflow solutions and ways to pay your staff.









# LEEDS TAKEOVER



# BREAK THROUGH THE BLUE



**Helia Ebrahimi**  
Channel 4's Economics  
Correspondent



**Matthew Syed**  
Author of *Rebel Ideas*,  
*Power of Diverse Thinking*

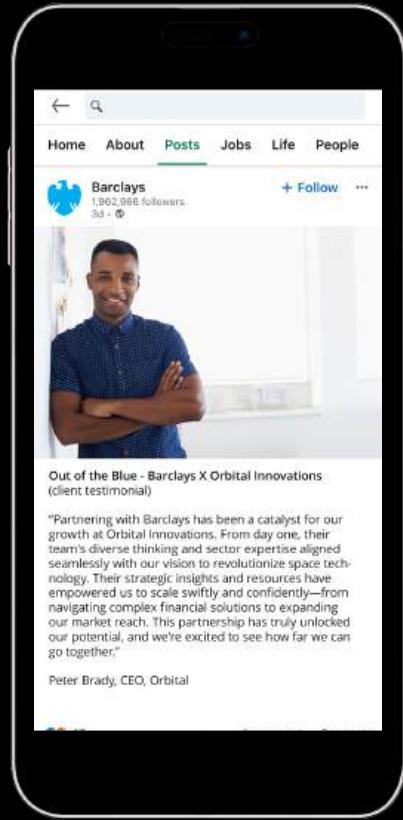


Nexus Centre, Leeds University

**CONTENT**







# USCB BRIEF





ON OUR SIDE OF THE POND, IT'S LESS...

 BANKLAYS



**AND MORE LIKE...**

 **BLANKLAYS**

#1



# NATURALLY, THERE'S A SIGNIFICANT RELATIVE DÉFICIT IN SALIENCY & EQUITY

Brand Awareness

#12



# THE SHARED EXPERIENCE: DEEP FRUSTRATION WITH THE STATUS QUO

A feeling  
**I CAN'T GET  
AHEAD**

A feeling  
**THINGS ARE  
GETTING  
WORSE**

A feeling  
**NOTHING  
WE'VE TRIED  
IS WORKING**

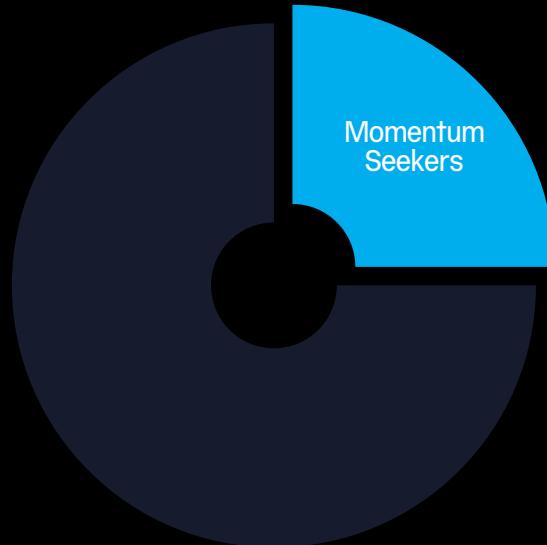
A feeling  
**THE FUTURE  
IS AT RISK**

A feeling  
**I'M TIRED OF  
FEELING  
THIS WAY**





# THE PSYCHOGRAPHIC SEGMENT SCALES ALMOST IDENTICALLY



**A MASSIVE  
CONSUMER  
MINDSET**



**25% OF ADULT  
POPULATION**



**24% OF ADULT  
POPULATION**



# THE DESIRE FOR FORWARD MOMENTUM, NOW AND IN THE FUTURE, SHOWS UP SIMILARLY IN BOTH MARKETS

	2020	2025	2028
<b>Forward Momentum</b>	40%  38%	55%  46%	63%  59%
<b>Greater Innovation</b>	43%  34%	39%  34%	43%  33%
<b>Strong Leadership</b>	24%  35%	23%  28%	32%  35%



**THE OTHER  
CONSIDERATION IS THE  
DIFFERENCE IN  
COMMUNICATIONS  
MODEL**

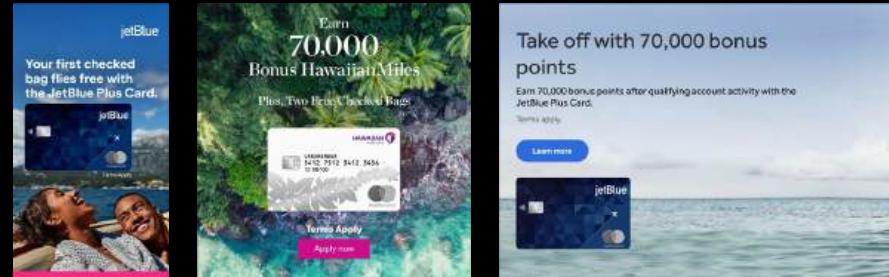




BETWEEN NEVER HAVING BEEN  
TRULY 'LAUNCHED' IN U.S.

AND

BEING A PARTNER-FIRST BANK,  
ACQUISITION WORK IS ALMOST  
ENTIRELY PARTNER BRANDED.





**SO PREMIER LEAGUE IS ONE  
OF OUR ONLY PLATFORMS  
FOR HIGHLIGHTING THE  
BARCLAYS BRAND IN THE US.**

[while providing some added value  
to our co-brand partners]





**WE'RE CONFIDENT WE CAN  
ACHIEVE OUR U.S. OBJECTIVES,  
ALL WHILE ALIGNING THE  
CREATIVE MORE CLOSELY TO  
OUR GLOBAL STRATEGIC AND  
CREATIVE PLATFORMS THAN  
EVER BEFORE.**





# BARCLAYS BREAKFAST BREAK THROUGH POP-UPS



**BARCLAYS BIG BREAK**



# OUR FANTASTIC COMMUNITIES



*break through with*  
**BARCLAYS**

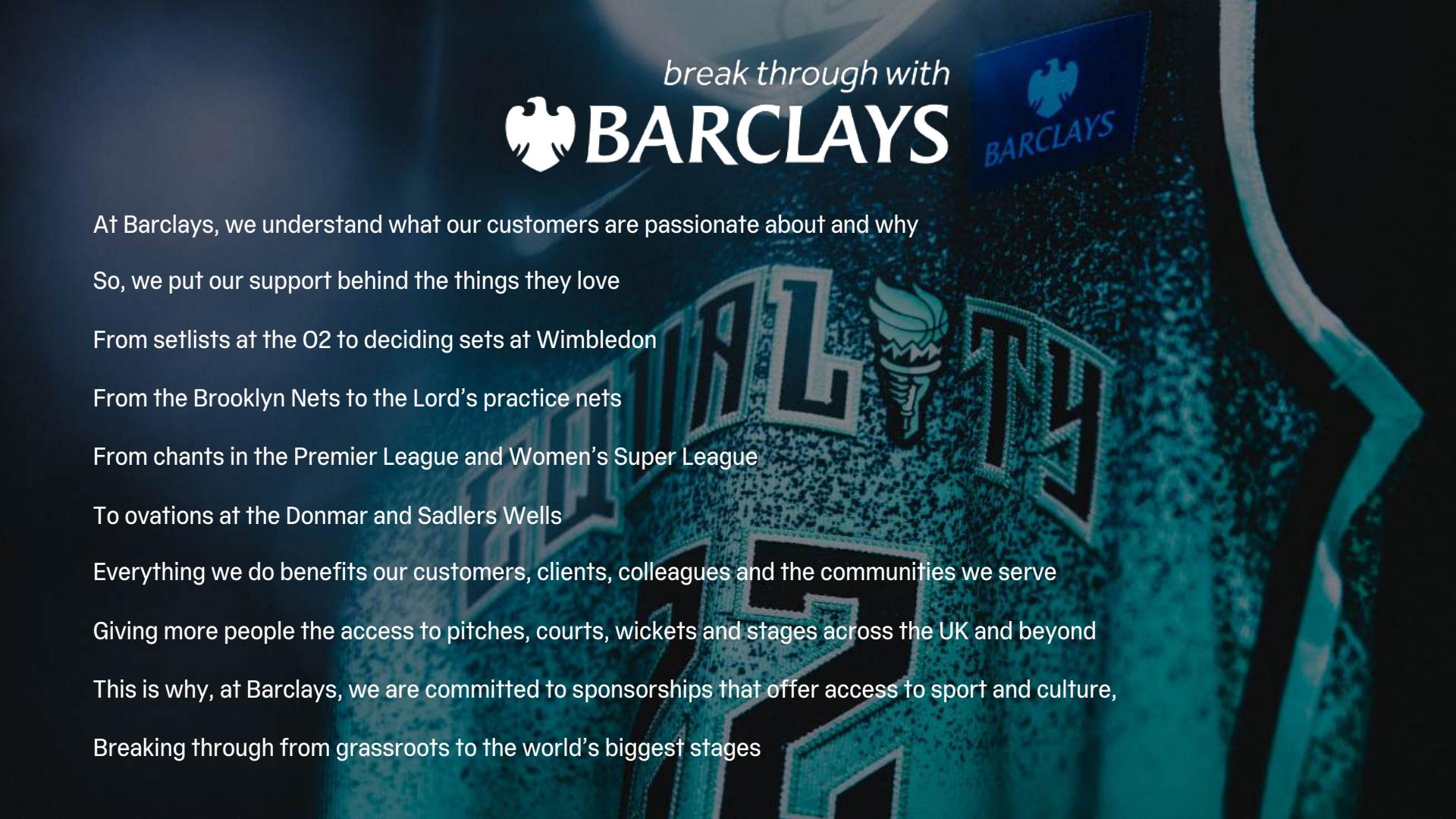


O<sub>2</sub> arena



**DONMAR**

**SADLER'S  
ERSWELLS**



*break through with*  
**BARCLAYS**

At Barclays, we understand what our customers are passionate about and why

So, we put our support behind the things they love

From setlists at the O2 to deciding sets at Wimbledon

From the Brooklyn Nets to the Lord's practice nets

From chants in the Premier League and Women's Super League

To ovations at the Donmar and Sadlers Wells

Everything we do benefits our customers, clients, colleagues and the communities we serve

Giving more people the access to pitches, courts, wickets and stages across the UK and beyond

This is why, at Barclays, we are committed to sponsorships that offer access to sport and culture,

Breaking through from grassroots to the world's biggest stages



*break through with*

**BARCLAYS**

## ASPIRING

Break through opportunities to attend the biggest sport & culture events in the world.

Rewarding customers, clients, colleagues and communities with money-can't-buy experiences, tickets and surprises that only Barclays can deliver.

## ENABLING

Opportunities to break through the barriers hindering participation and the development of life skills.

Whether it's breaking boundaries to accessing the sports people love or breaking through barriers to employment through upskilling our communities.



### Access and equal opportunity (DEI)

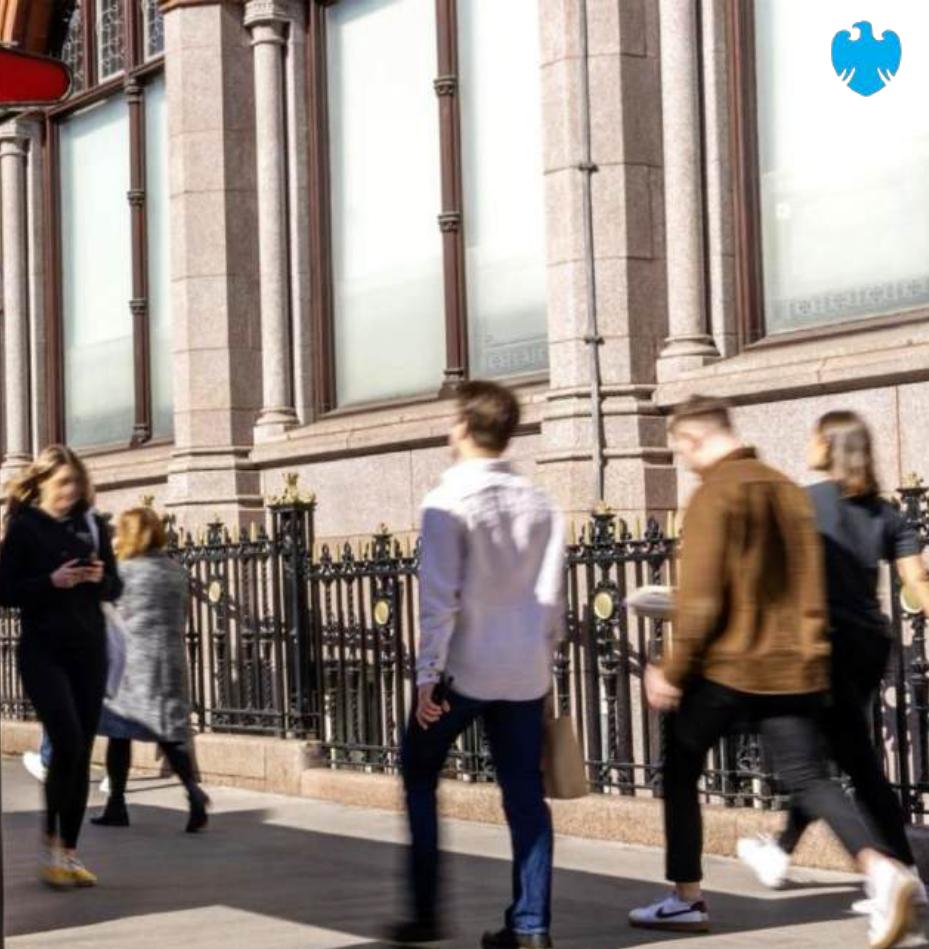
BARCLAYS Centenary Ambassador	LTB TENNIS	Q global	DONMAR	TEAM DANCE	THE SECOND HALF
WOMEN'S FOOTBALL FOR ALL LEVELS	SPORTED	FREE PARK STENNIS	DONMAR ENTERTAINMENT	TEAM DANCE	THE SECOND HALF
WOMEN'S FOOTBALL FOR ALL LEVELS	EQUAL GAME	SOCIAL TENNIS	TEAM DANCE	THE SECOND HALF	THE SECOND HALF
WOMEN'S FOOTBALL FOR ALL LEVELS					

### Employability and upskilling (Citizenship)



Holborn Circus / Fetter Lane

JCDecaux





# GOING ALL THE WAY

Congratulations to Barclays ambassador  
Frances Tiafoe on his first Grand Slam win



break through with  
**BARCLAYS**

# BROKEN SERVE



break through with  
**BARCLAYS**

Sign up to Barclays Free Park  
Tennis and join thousands of  
players improving their game.

# BREAK THROUGH BOUNDARIES



We're working together with the MCC Foundation  
to make cricket more accessible and inclusive for  
thousands of young people in schools.

break through with  
**BARCLAYS**



# BARCLAYS CENTER



BREAK THROUGH RECORDS

ticketmaster PLAZA



# BREAK THROUGH THE GLASS

The iconic Lord's Media Centre hosts world-leading media, journalists and cricket commentators.

Now the Barclays Media Centre - we'll host a summer program of budding sports journalists to experience and learn the ins-and-outs of cricket broadcasting and journalism. Focusing on key England tests, but also ensuring we're giving a voice to other events that take place at Lords:

- > 25 June - Disability Cricket Day
- > 8 Aug - MCC Women's Day
- > 13 Sep - MCC National Hubs Finals

Events that don't get elite coverage now receiving break through coverage courtesy of Barclays.



# BARCLAYS ANNOUNCE AFC RICHMOND SPONSORSHIP DEAL

Season 4 of Ted Lasso introduces a fresh chapter with AFC Richmond launching its women's football team.

This presents an opportunity for Barclays to amplify its commitment to the women's game by mirroring our sponsorship of the Women's League's in the show, or simply sponsoring the team itself.

Barclays can seamlessly integrate into the storyline, for example, a break through happens when Rebecca and Keeley pitch the vision of a women's team to Barclays and secure the funding they need.

Roy Kent could even turn up to our a Biggest Ever Football Session with his niece Phoebe after she's inspired by AFC Richmond.



# BREAK THROUGH TO THE STAGE

Grassroots artists struggle to find the right audience, while music fans are eager to discover new talent that aligns with their favourite acts.

There's an opportunity to connect both in a high-impact, unexpected way.

Through our new venues we could create the Barclays Break Through Moment—a surprise pre-support act performance featuring an emerging artist whose sound aligns with the headliner's audience.

Given their moment on the stage through our Break Through Fund – available to new and emerging talent across the UK.

The headliner can further amplify the moment by bringing them onstage for a song.





# ADAPTING OUR CURRENT ASSETS



Every tennis player has had a break through moment - the moment when the game turns to their advantage, often after breaking their opponents serve.

We could swap our 'Play of the Day' right with Wimbledon to a new 'Break Through Moment' asset.

We'll work with IBM and analyse data to identify what led to the break through moment.

These insights could be used by broadcasters for a post match analysis segment where the break through moment is dissected.

Through our ESPN broadcast deal we could also own the moment when a player breaks serve with a BREAK THROUGH MOMENT graphic detailing the moments



As part of our Transfer Watch activity we'll focus on Break Through deals and transfers; shining a light on stories that go under the radar and why they might just be the break through transfer of the window.



# THIS IS OUR GOAL

*50% of girls drop out of sport by age 13.  
Barclays Girls' Football School Partnership  
is here to make the change.*

break through with  
**BARCLAYS**

 Clear Channel



# THE CREATIVE WORLD

CORPORATE

CORE

APP





**PLATFORM LONGEVITY**

**EXPLORING BREAK THROUGH AS AN ATTITUDE**

**RESPONDING TO CULTURAL CHANGES IN WHAT IS REQUIRED TO BREAK THROUGH**

**THE FEELING OF HAVING BROKEN THROUGH**

**PAVING THE FUTURE FOR MORE BREAKTHROUGHS**



# WILL IT WORK? MEASURING THE UPLIFT



# 'IN GOD WE TRUST, ALL OTHERS BRING DATA'



UK

## Break through with Barclays

Only Barclays has the energy, ideas and impact to help millions of customers, thousands of businesses and hundreds of communities breakthrough obstacles and get where they want to be.

Whether it is helping young people get on the property ladder with innovative new ways of lending, guiding dynamic small businesses to scale or making everyday banking effortless through an award winning app, Barclays has the hustle, innovations & impact to help more people change the game.



19%

US

## Break through with Barclays

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45%

UK SME

## Break through with Barclays

Only Barclays has the energy, ideas and impact to help millions of customers, thousands of businesses and hundreds of communities breakthrough obstacles and get where they want to be.

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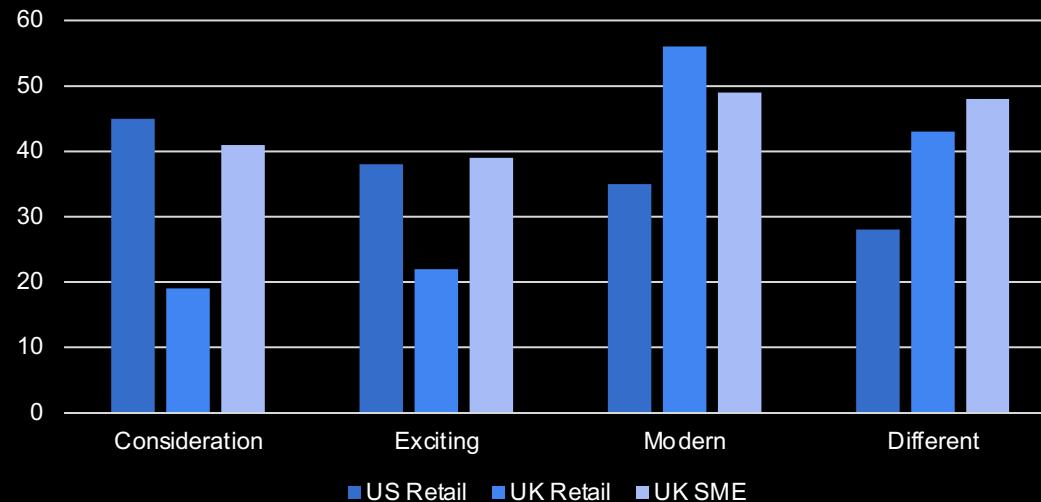


41%



# THE CONCEPT POSITIVELY SHIFTED BRAND PERCEPTION ON THE KEY PERCEPTUAL DRIVERS

% of consumers that agreed the concept made Barclays feel more Exciting, Modern or Different





# WILL IT STICK? CODIFYING THE BRAND



## WORKING TOGETHER FOR A BETTER FINANCIAL FUTURE



### WE DO THIS BY:

For momentum seekers everywhere, Barclays are the break through bank that transforms financial futures through combining their breadth, scale and, expertise with ambition ideas and humanity

WE COMMUNICATE WHAT THIS ENABLES OUR CUSTOMERS, COLLEAGUES, CLIENTS AND COMMUNITIES TO DO....

## BREAK THROUGH WITH BARCLAYS

### SAFE & SECURE

Scale with purpose. Make it a metric of impact and resilience not headcount.

### YOUR FINANCIAL EXPERT

Expertise that focuses on the goals, obstacles and opportunities of your financial life

### CLIENT & CUSTOMER CHAMPION

Quantify, prove and 'broadcast' the personal and aggregate difference Barclays makes as champion of clients and customers

### MODERN & PROGRESSIVE

Reclaim meaningful innovation, evidence inclusive modern values

### ATTRACTIVE & ASPIRATIONAL

Build emotional attraction through brand humanisation and intimacy, drive aspiration through stature and scale

### A SOCIAL CONTRIBUTOR

Foreground community impact but reframe social contribution as an output of the whole bank

### HOW WE DRIVE OUR BRAND IMPERATIVES:



## HOW WE FLEX IT THIS WAY VERBALLY:

Consumer & Business /  
Corporate Banking

**BREAK  
THROUGH WITH  
BARCLAYS**

PBWM &  
Investment Banking

**BREAK  
THROUGH  
BANKING**

US  
Credit Card

**BREAK THROUGH  
WITH BARCLAYS,  
THE CHAMPION OF FANS**

Customer

Personal Banking

**INSPIRING**  
**EMPATHETIC**  
**OPTIMISTIC**  
**CONFIDENT**

BARCLAYCARD

PBWM

HOW WE FLEX TONALLY & VISUALLY

Client

BUSINESS  
BANKING

CORPORATE

PARTNER  
CARDS

Investment Banking

**INFORMATIVE**  
**DEFINITIVE**  
**PURPOSEFUL**  
**AUTHORITATIVE**



# MEASURING BREAK THROUGH

You already have facts, data, knowledge and wisdom of brand performance, so we would hope to augment, not replace.

## PROXIMITY

### Brand Affinity Index (Blended)

#### Values Alignment

- “To what extent does Barclays represent your personal values and beliefs.”

#### Identity Alignment

- “Do you feel that banking / using Barclays says something positive about who you are?”

#### Affinity

- “Barclays is a brand for people like me.”
- “Barclays plays its part in helping my community.”

## ASPIRATION

### Brand Aspiration Index

- “Barclays is a brand I admire”
- “How much do you believe banking with Barclays will improve your financial future?”
- “To what extent do you associate Barclays with success?”

## KNOWLEDGE

### Understanding Index

- Product Awareness Measures
- Product / Service Difference
- Innovation Associations

## ENERGY

### Brand Energy Index

- Ambient data (mass ethnography) sentiment / mentions
- “Is Barclays growing, declining or static?”
- “Barclays always has new ideas, products and initiatives”
- Momentum regressions in YouGov

## Ad Tracking Measures

Slogan Awareness

DBA Measurement

“Barclays helps me break through”



Objective	Drive prompted consideration for Barclays amongst 'Momentum Seekers'		
Brand Idea	<b>BREAK THROUGH WITH BARCLAYS</b>		
Barriers	Brand inertia stifles consideration amongst Momentum Seekers	Barclays lacks emotional closeness	The rational and the emotional tend to be segmented in category communications
Comms Pillars	<b>ASPIRATION</b> Re-establishing Barclays as a magnetic force for progress	<b>INTIMACY</b> Bring Barclays up close and personal, an active part of customer culture.	<b>IMPACT</b> Use 'Evidenced emotion' to shift prompted consideration fastest
Comms Principle	Put Barclays contribution on a pedestal	Be personal, interactive & human centric	Make break throughs relatable and mainstream
	<ul style="list-style-type: none"><li>Use hyper-public channels to ensure people know that everyone knows Barclays as break through creator</li><li>Find literal ways to bring break throughs alive</li><li>Mass exposure, using key moments to build fame fast</li></ul>	<ul style="list-style-type: none"><li>Indirect Influence: find ways that Barclays is spoken about via other voices not just advertising</li><li>Be present where B2B decision-makers make moves</li><li>Borrow humanity from people places and partners</li><li>More social more content more podcasts</li></ul>	<ul style="list-style-type: none"><li>Sequential storytelling: Build momentum with sequential delivery of emotion and product-specific ads</li><li>Contextual messaging where people need momentum most</li><li>Create bold traditional media to travel on social</li></ul>



Goal

Drive prompted consideration for Barclays amongst 'Momentum Seekers'

Brand Idea

# BREAK THROUGH WITH BARCLAYS

SEPTEMBER

OCTOBER

Re-Launch Plan

**ASPIRATION:** Re-establishing Barclays as a magnetic force for progress

Put Barclays contribution on a pedestal

**IMPACT:** Use 'Evidenced emotion' to shift prompted consideration fastest

Barclays lacks emotional closeness

Make break throughs relatable and mainstream

**INTIMACY:** Bring Barclays up close and personal, an active part of customer culture.

Be personal, interactive & human centric

- Indirect Influence: find ways that Barclays is spoken about via other voices not just advertising
- Be present where B2B decision-makers make moves
- Borrow humanity from people places and partners
- More social more content more podcasts
- Sequential storytelling: Build momentum with sequential delivery of emotion and product-specific ads
- Contextual messaging where people need momentum most
- Create bold traditional media to travel on social



**WORKING  
TOGETHER**

# **OUR CORE PARTNERSHIP WAYS OF WORKING PRINCIPLES**

**MUTUAL RESPECT  
& EMPATHY**

**STRUCTURED  
COMMUNICATION**

**SHARED  
ACCOUNTABILITY  
& OWNERSHIP**

**CLEAR ROLES &  
RESPONSIBILITIES**



“In my eighteen years of working in media, the M+C Saatchi Team are not only a lovely group of people, but are also one of the most collaborative creative agencies I have worked with. They recognise that in order for us to get the best outcome for the client, there must be a genuine synergy between media and creative.”

Emma Kieselbach, Director MG OMD

# OUR **CORE TECH** & **AI PRINCIPLES**

**CREATIVE AUGMENTATION  
VS REPLACEMENT**

**COLLABORATE  
WITH CREATORS**

**TRANSPARENCY  
& ETHICS**

# WORKFLOW



Adobe  
Workfront  
TBC coming 2026



PageProof

# CREATIVE



Leonardo.Ai



Midjourney



ChatGPT



Springboards

# RESEARCH



runway



wondercraft

# PRODUCTION



Adobe Firefly



gettyimages

wondercraft

# ADAPT



cape/



CreateTOTALLY

Can plug into Workfront



FLAWLESS

# M+C SAATCHI INTELLIGENCE

## ADVANTAGE THROUGH DATA

**GWI.**

 Euromonitor  
International

 Nielsen

**WARC**

YouGov **BrandIndex**

 MiNTEL

 GlobalData.

 LS:N

YouGov **Profiles**

 LexisNexis

 Meltwater

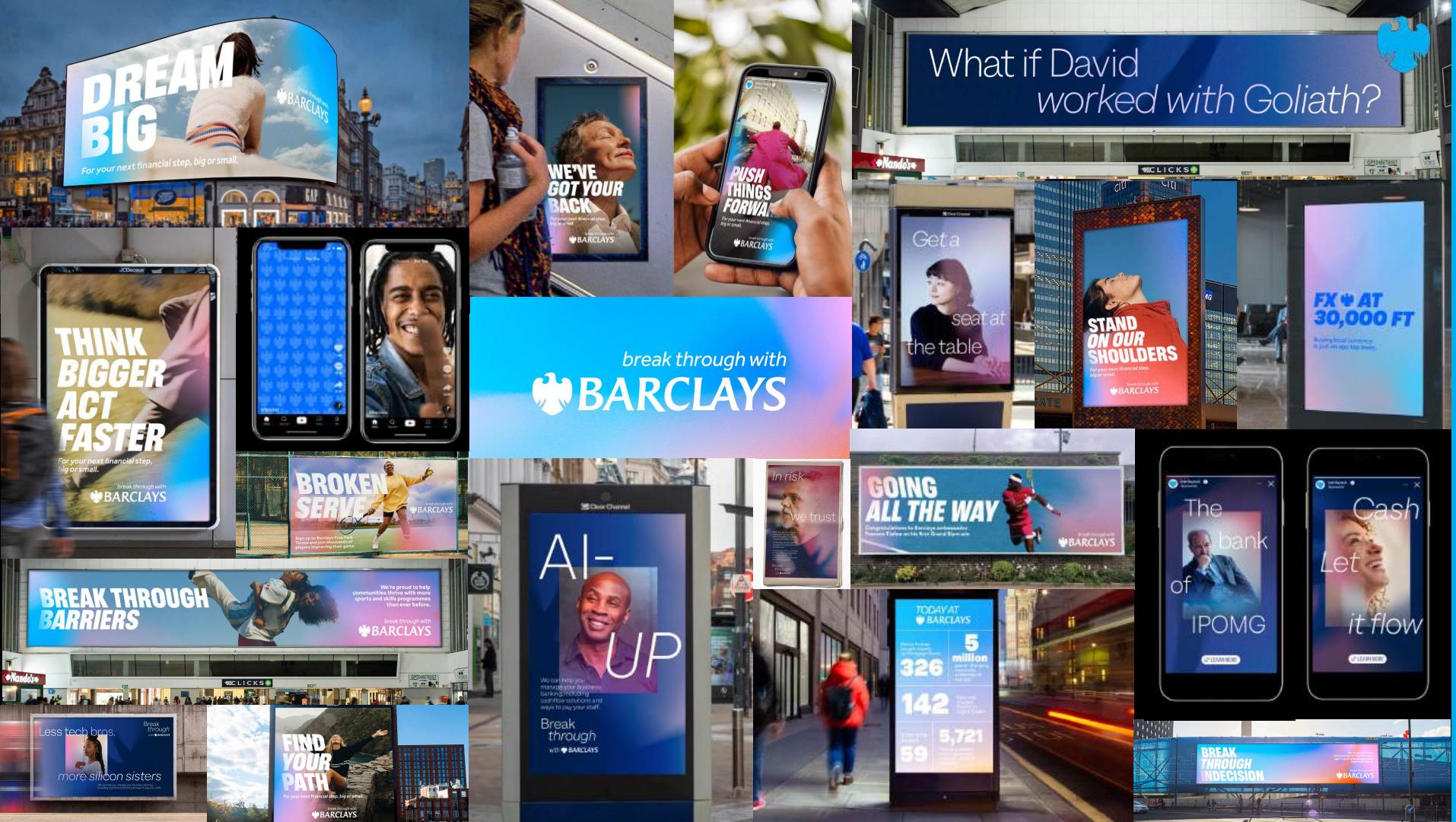
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