



M+C SAATCHI 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

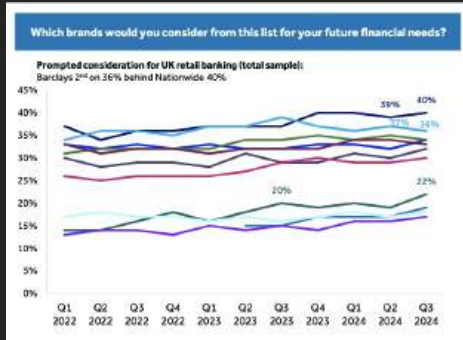
Investment
Banking



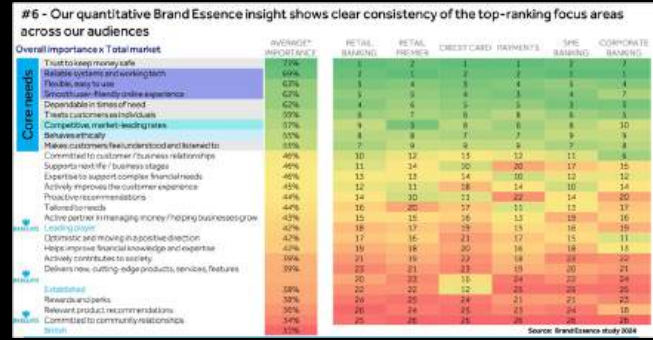
**CHANGE
MANY
MINDS**



BANKLAYS



**SHRINKING
CONSIDERATION**



**WRONG
EQUITIES**

The most significant competitive disadvantages are in areas such as ease of interaction, fostering positive financial feelings, customer recognition, and flexibility.

Q3 2024: Barclays customer performance indicators of satisfaction vs. customers of competitive brands.

	Big Seven competitor average*		The Blue Bank		Financial Times (awards)	Leading word (all respondents)
	Customers	All respondents	Customers	All respondents		
Other respondents high quality products and services	40%	40%	30%	30%	Customer Service	Customer Service
Ability to deal with	38%	38%	20%	20%	Customer Service	Customer Service
How you get on with	35%	35%	20%	20%	Customer Service	Customer Service
Access to branches/other offices	34%	34%	20%	20%	Customer Service	Customer Service
Response that issues are resolved at all times	33%	33%	20%	20%	Customer Service	Customer Service
Ability to get on with staff	32%	32%	20%	20%	Customer Service	Customer Service
How you get on with staff	31%	31%	20%	20%	Customer Service	Customer Service
Help you make the most of your money	30%	30%	20%	20%	Customer Service	Customer Service
How you get on with staff	29%	29%	20%	20%	Customer Service	Customer Service
Offers and rewards to their customers' needs	28%	28%	20%	20%	Customer Service	Customer Service
Offers help when the money gets tight	27%	27%	20%	20%	Customer Service	Customer Service
Recognises and rewards customers	26%	26%	20%	20%	Customer Service	Customer Service
How you get on with staff	25%	25%	20%	20%	Customer Service	Customer Service
Other attractive options to make your life easier	24%	24%	20%	20%	Customer Service	Customer Service
Are happy and engaged when they're not banking	23%	23%	20%	20%	Customer Service	Customer Service
Can you get on with staff	22%	22%	20%	20%	Customer Service	Customer Service
Customer service	21%	21%	20%	20%	Customer Service	Customer Service
Works with customers' interests and needs	20%	20%	20%	20%	Customer Service	Customer Service
Flexible and personal in supporting their customers	19%	19%	20%	20%	Customer Service	Customer Service
How you get on with staff	18%	18%	20%	20%	Customer Service	Customer Service

**OWN CUSTOMERS
UNIMPRESSED**

Safe & Secure

Social Contributor

Financial Expert



Attractive and Aspirational

Customer Champion

**WEAK ON SIX
KEY IMPERATIVES**

Modern & Progressive

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

AnyBankTM

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 scrambling 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%

A glowing blue globe with a grid of dots is centered in the background, surrounded by several concentric, glowing blue circles that create a sense of motion or energy.

POSITIVE MOMENTUM

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



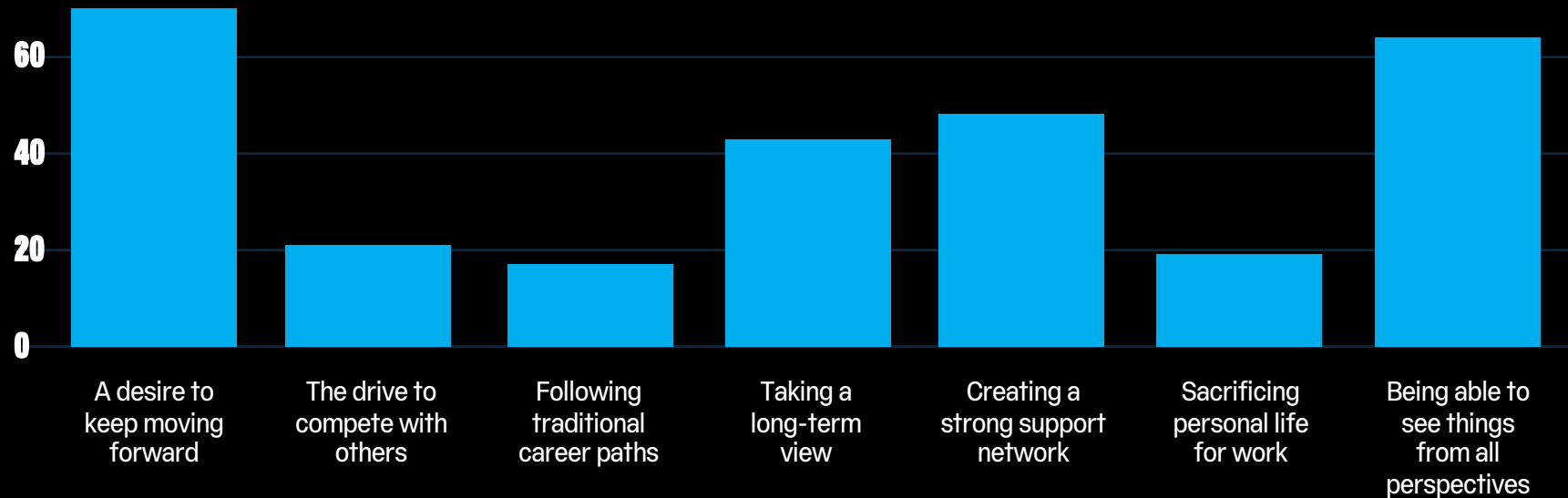
“
**MOMENTUM IS A
POWERFUL FORCE;
ONCE YOU BUILD IT,
IT DRIVES YOU
FORWARD
EFFORTLESSLY**

” **MICHAEL JORDAN**



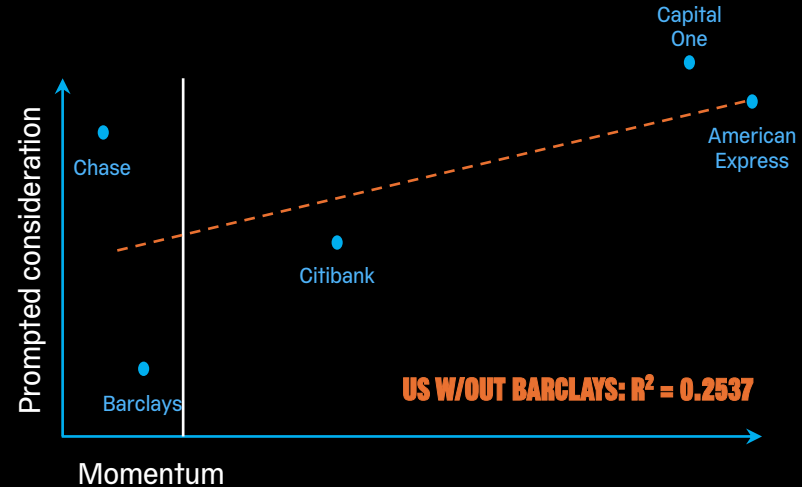
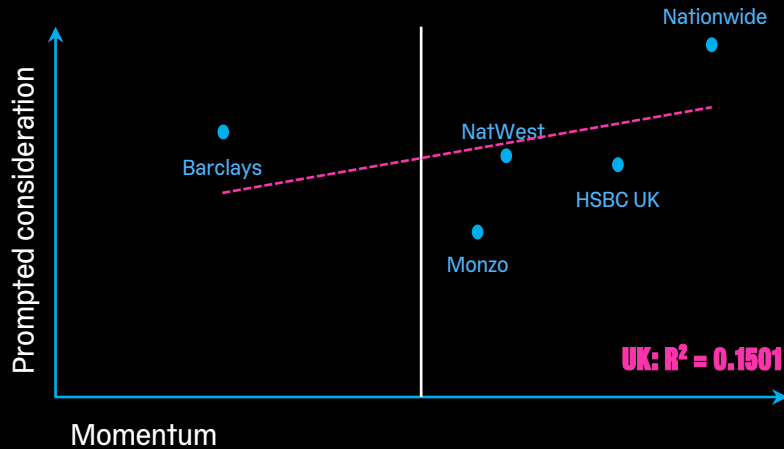
MORE THAN A NEED, IT'S AN ASPIRATION

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



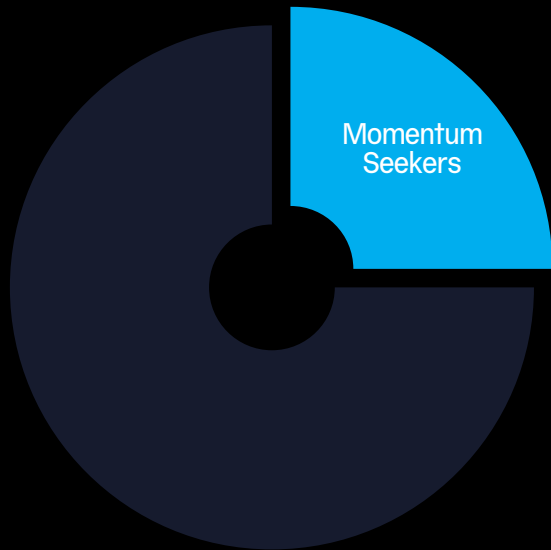


THE CORRELATION BETWEEN MOMENTUM & CONSIDERATION





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

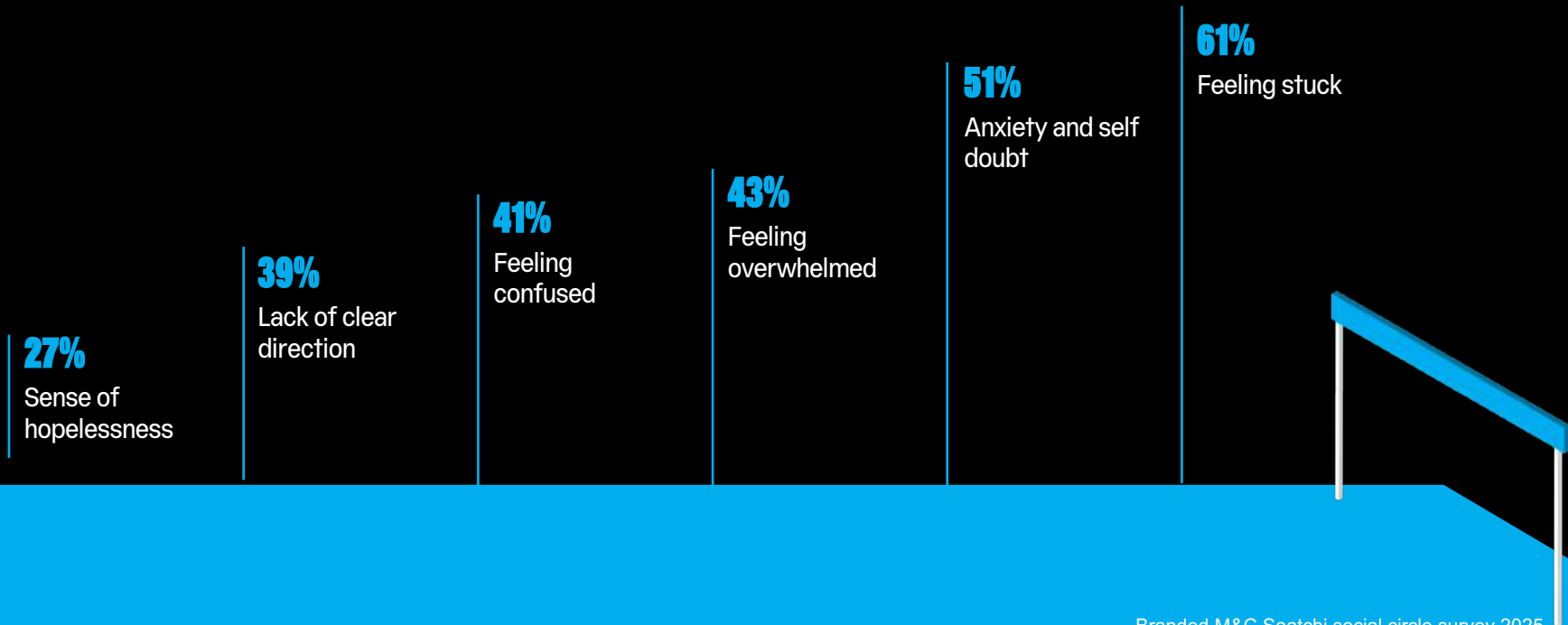


**BUT LET'S GET REALLY
PRECISE ABOUT HOW IT
WORKS IN THE REAL
WORLD OF MONEY**





'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**

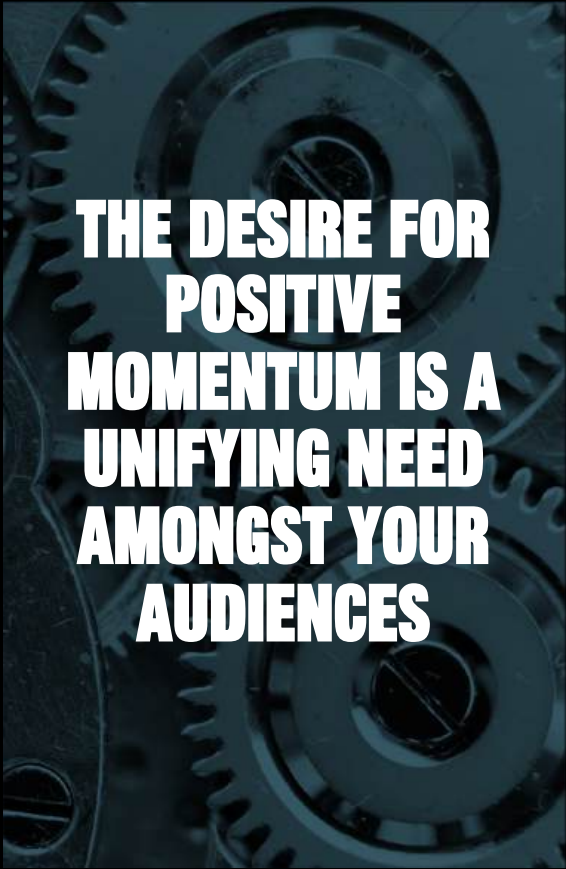
**A VIBRANT
LEGACY**

**A HAPPY
SHAREHOLDER**

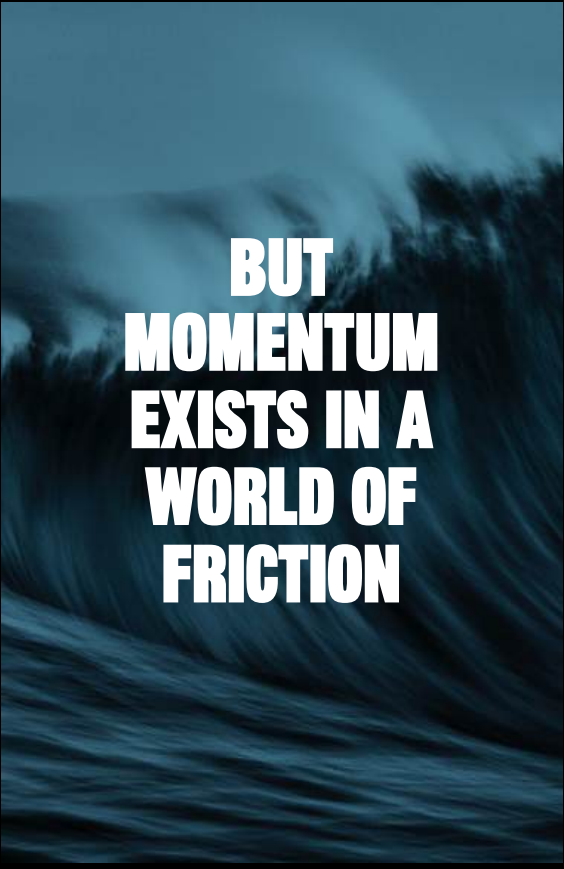
**A SLOT ON
THE TEAM**

**A HOLIDAY BOUGHT
WITH POINTS**

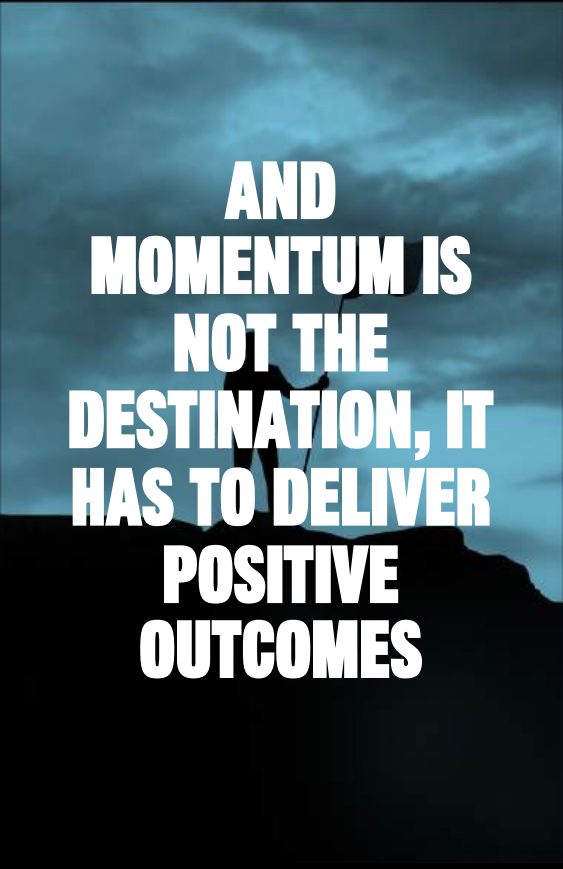
**POSITIVE
MOMENTUM**



**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

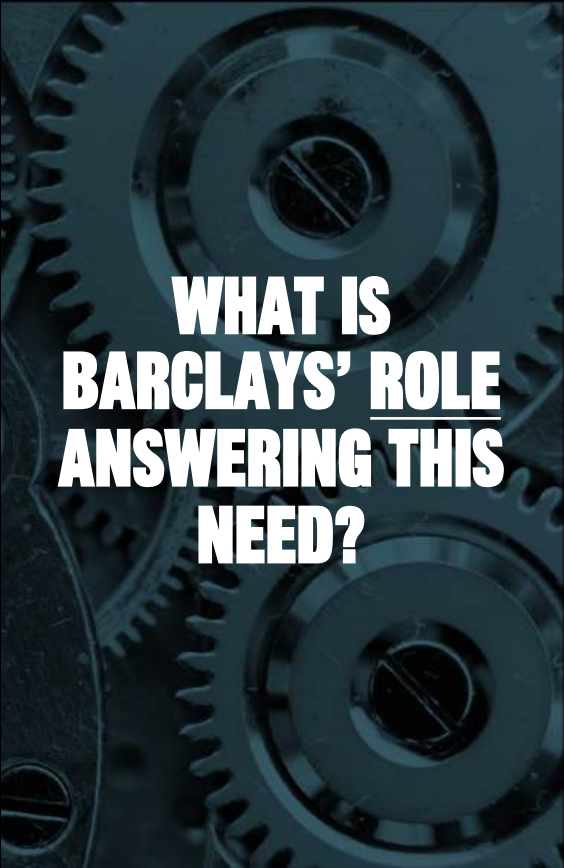
**‘The positive momentum
I desire is harder than ever to
create and maintain’**



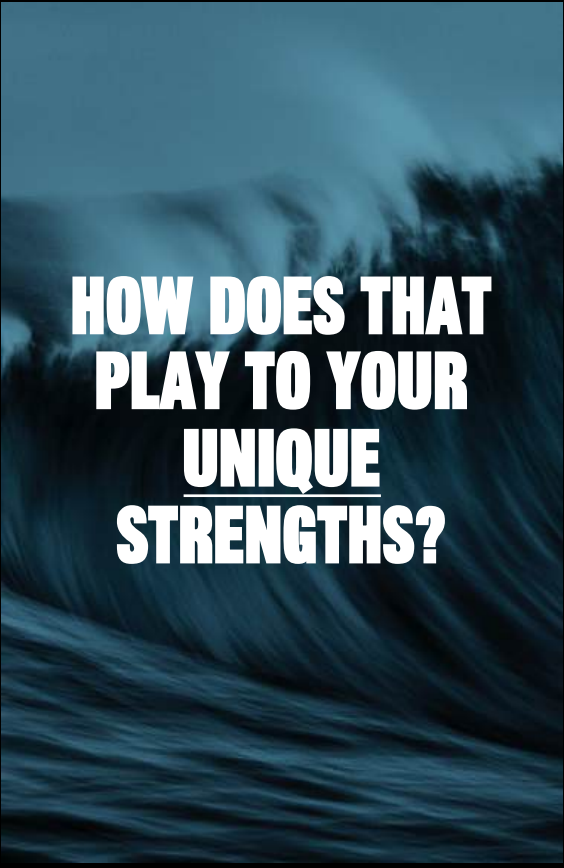


CHANGE MANY MINDS

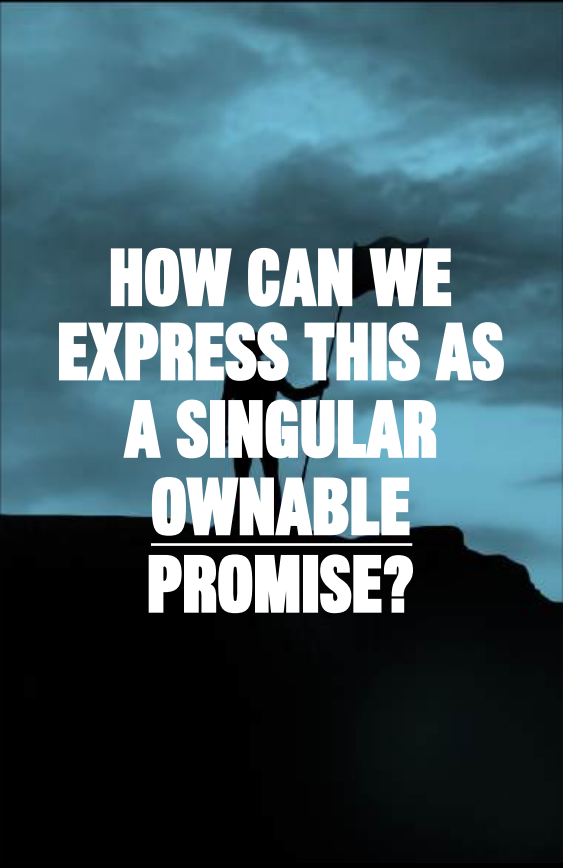
Focus on what ONLY Barclays can bring to the world

A close-up, monochromatic image of several interlocking metal gears, rendered in shades of blue and black.

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

A monochromatic image of water with a blurred, rippling effect, rendered in shades of blue and black.

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

A monochromatic image of a person standing on a cliff edge, looking out over a vast, hazy landscape under a cloudy sky, rendered in shades of blue and black.

**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**





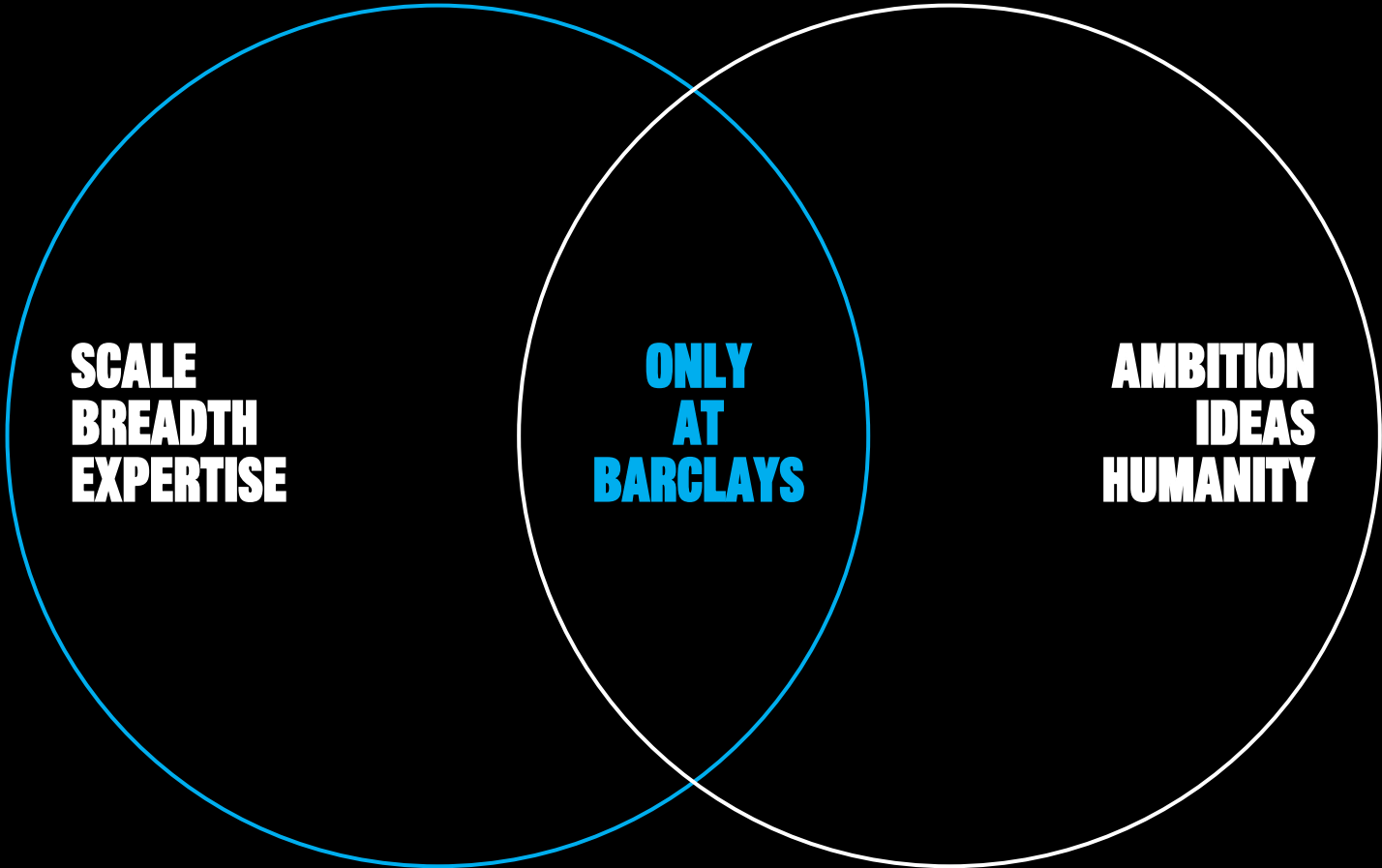
ENABLING MORE FAMILIES
TO OVERCOME THE DEMANDS
OF TODAY IN ORDER TO BUILD
FORWARD FOR TOMORROW





**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

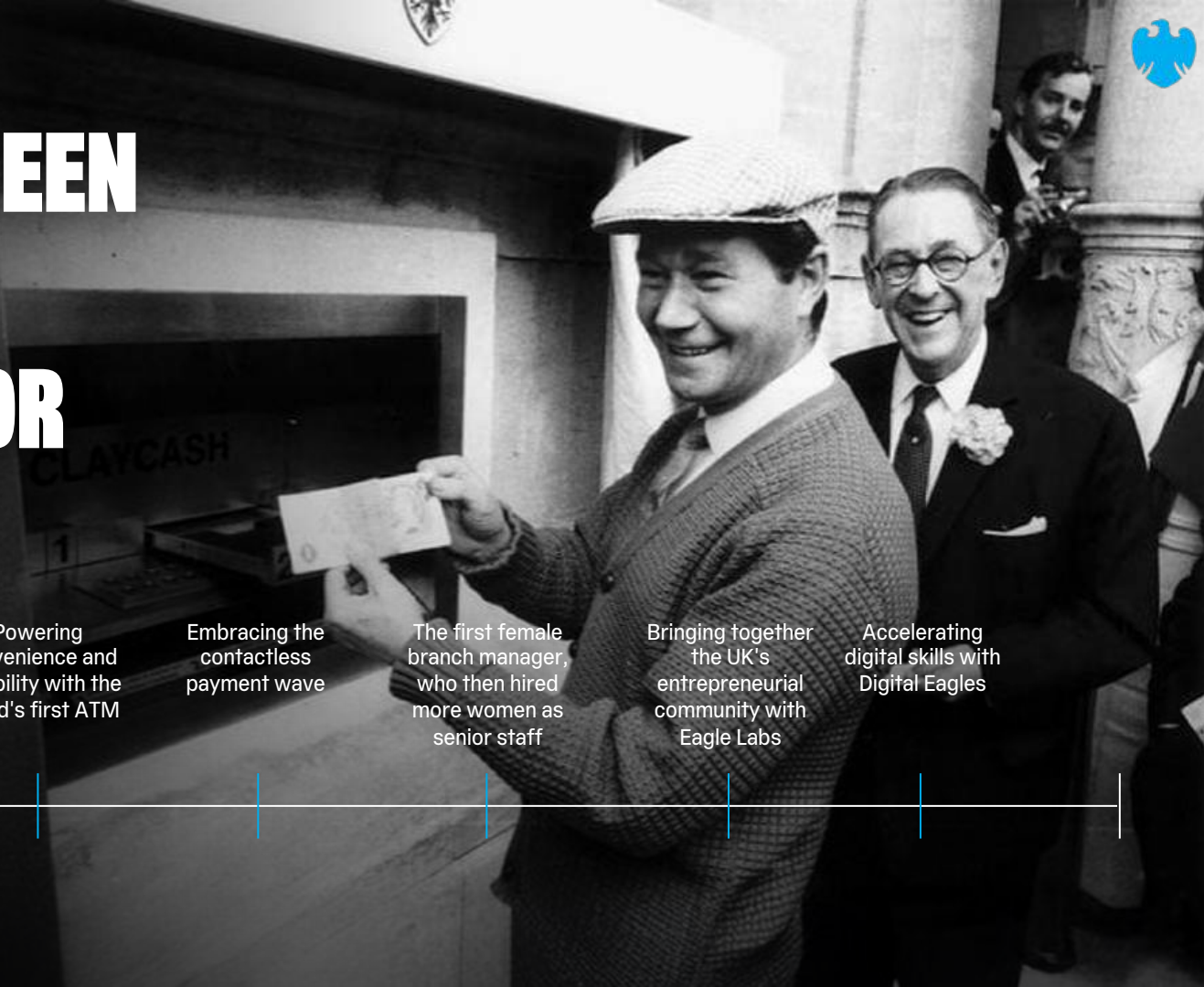
Powering
convenience and
flexibility with the
world's first ATM

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



AnyBankTM

Forward first to trust together



Booking a holiday?

Said 'Hello' in the UAE
Saying 'I do' in the UK

YOU ARE LONDON
OPEN TO ALL FROM ANA TO AIR CANAL AND CIP CHAMPIONS
WHETHER YOU'RE A PEAK, A RIVER OR A RAINY HANGER, TOGETHER WE ARE ALL PART OF SOMETHING FAR, FAR BIGGER. WE ARE NOT AN ISLAND.

We shared it

When we see beyond borders we see opportunity everywhere.

Set yourself free

Opportunity is rarely a straight line. Our international network connects you to what's next. Search HSBC UAE

We're right up your street. And we're going to stay there.

When you embrace uncertainty you find possibility everywhere.

It's a joyful thing.

When an abuser controls your finances, they control you.

When an abuser controls your finances, they control you.

TAKE AN UNUSUAL RISK. GO TO DEARBAR.

A UNIVERSE OF FINANCIAL SERVICE SAMENESS

When an abuser controls your finances, they control you.

THE SALARY WANTS OUT OF OLD BANKS

Whatever your goals let's get going

You make the best products in your industry. We'll help get them to the best international markets.

LET'S ALL GET TOGETHER EVERYONE POSTIES OF BRITAIN. LIVE AND DELIVER ALL.

Looking to grow your savings?

money money money
monzo monzo monzo

THE SALARY WANTS OUT OF OLD BANKS

Don't wing it. Take on Travel Money with your Clubcard

Don't find yourself without it.

Don't find yourself without it.

Business is rarely a straight line. Introduce a brand you've never tried.

WE ARE NOT AN ISLAND. WE ARE A COLOMBIAN COFFEE. DRINKING. DRINKING. DRINKING. WE'RE WATCHING SWEDISH FLAG FOOTBALL. WE'RE DRINKING GREEN TABLET. TAPPING. TAPPING. TAPPING. SWEDISH COFFEE. SWEDISH BEER CHEERS TO YOU. WE ARE A WONDERFUL LITTLE LUMP OF LAND IN THE MIDDLE OF THE SEA. WE ARE PART OF SOMETHING FAR, FAR BIGGER.

LIFE READY

Our app could help you cut your carbon footprint

We have something important we'd like to share. Our profits.

The bank built for you

Climate change doesn't do borders.

THIS IS A MONEY GUY

THE SALARY WANTS OUT OF OLD BANKS

win win

THE SALARY WANTS OUT OF OLD BANKS



**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%

**SERVICE,
CUSTOMER
CENTRIC**

The Connections You Need.
It Starts Here

Helping To Get you
Where You Need

Business Banking
How It Used To Be.
Just Better

Getting You Where
You Want To Be

Real People.
Real Relationships.

The Branch Is
The Bank

The people you turn to.
The bank you trust.

Trust is Everything

Where India
Banks

Generations of Service
Est. 1883

Trust. The feeling
is mutual

Strength in
Partnership

Better Banking.
Proven Service

We keep our
promises to you

Community Minded,
Just Like You

Passionately
Local Banking

The Community
Advantage

**LOCAL, FRIENDLY,
COMMUNITY**

Every Little
Helps

Our Community...
Your Bank

Neighbours you
know, Bankers
You Trust

A good way to bank

Family Owned
Since 1885

Simpler.
Faster.
Friendlier

Money Made
Easy

**INNOVATION,
CONVENIENCE**

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

17.11%

**PERFORMANCE,
ACHIEVEMENT**

Experience the
power of us

Do more

Get more BANK
for your buck

More ideas for
your money

The Power on
Your Side

Backing You To
Achieve More

Making You Happier
About Money

Making more
possible

Make
Progress

Make Dreams
Happen

Grow With Us

Tomorrow
Begins
Today

Building the
Future

Progress Is Everyone's
Business

We Help You
Capitalize on
Change

Driven To
Do Better

19.74%

**PROGRESS,
FUTURE,
GROWTH**

17.11%

17.10%

Community Minded,
Just Like You

Every Little
Helps

Our Community...
Your Bank



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



Business Banking
How It Used To Be.
Just Better

The Bank Built
For You

Real People.
Real Relationships

The Branch Is
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Getting You Where
You Want To Be

Progress is Everyone's
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Building the
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We Help You
Capitalise on
Change

Tomorrow
Begins
Today

Driven To
Do Better



Grow With Us

Make
Progress

Make Dreams
Happen

Experience the
Power of Us

Backing You To
Achieve More

Do More



Making You Happier
About Money

Get more BANK
for your buck

Making More
Possible

More Ideas for
Your Money

The Power on
Your Side

Money Made
Easy

Beyond Banking

Simpler. Faster.
Friendlier



Saving Smarter,
Not Harder

Making it Easy
for You

Don't Live Life
Without It

Together we
Thrive

See What Your
Money Can Do

Trust is Everything

The people you turn to.
The bank you trust.

Where India
Banks

We keep our
promises to you



Generations of Service
Est. 1883

Better Banking.
Proven Service

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
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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
GROUNDING 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

PARTNERS

B2C



break through with
BARCLAYS

**CORPORATE
COMMS**

**INVESTMENT
BANKING**

CO-BRANDED CARDS



CUSTOMER

CLIENT

Personal Banking

Barclaycard

PBWM

Business Banking

Corporate

Co-Branded Cards

Investment Banking

Inspiring, Empathetic, Optimistic, Confident

Informative, Definitive, Purposeful, Authoritative



break through with
BARCLAYS



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

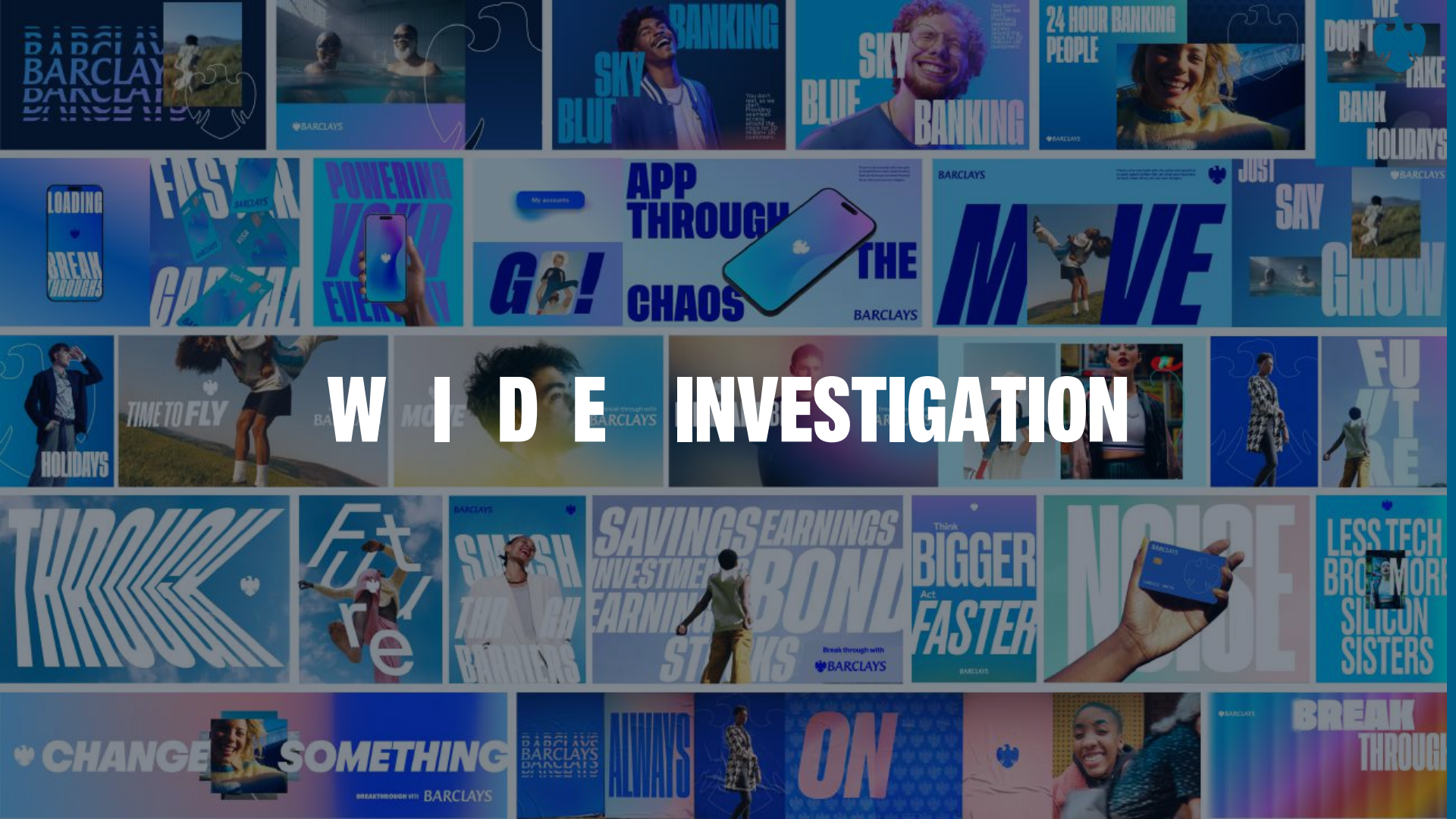
For access to
public markets



break through with
BARCLAYS



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



W I D E INVESTIGATION

BARCLAYS BARCLAYS BARCLAYS



BARCLAYS



SKY BANKING BLUE

You don't need to be a professional to get the most out of your account.



SKY BANKING BLUE



24 HOUR BANKING PEOPLE

BARCLAYS



WE DON'T TAKE BANK HOLIDAYS



LOADING BREAKTHROUGHS



FAST AND GO



POWERING YOUR EVERYDAY



My accounts

GO!



APP THROUGH CHAOS

THE



BARCLAYS

MOVE



JUST SAY GROW



HOLIDAYS



TIME TO FLY

Break through with BARCLAYS



MOVE

Break through with BARCLAYS



DREAM BIG

Break through with BARCLAYS



FUTURE



THROUGH



Future



SMASH THROUGH BARRIERS



SAVINGS EARNINGS INVESTMENT BOND SAVINGS EARNINGS STOCKS

Break through with BARCLAYS



Think BIGGER Act FASTER

BARCLAYS



NOISE



LESS TECH BRO MORE SILICON SISTERS



CHANGE SOMETHING

BREAKTHROUGH WITH BARCLAYS



ALWAYS



ON



BREAK THROUGH





UPLIFTING, OPTIMISTIC PHOTOGRAPHY





BOLD AND VERSATILE TYPOGRAPHY TO COMPLEMENT YOUR BRAND TYPEFACE

M

O

From
proposition
to
acquisition

Future

TIME TO **FLY**

DREAM BIG

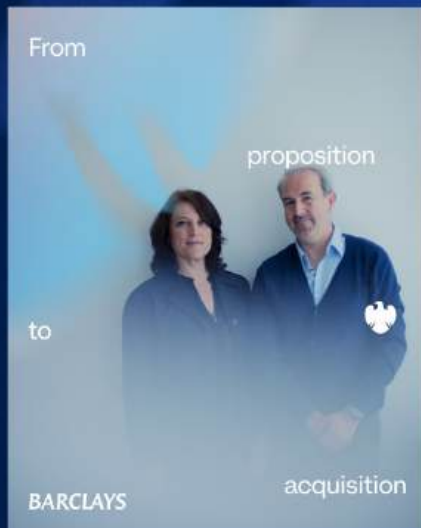
V

e



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







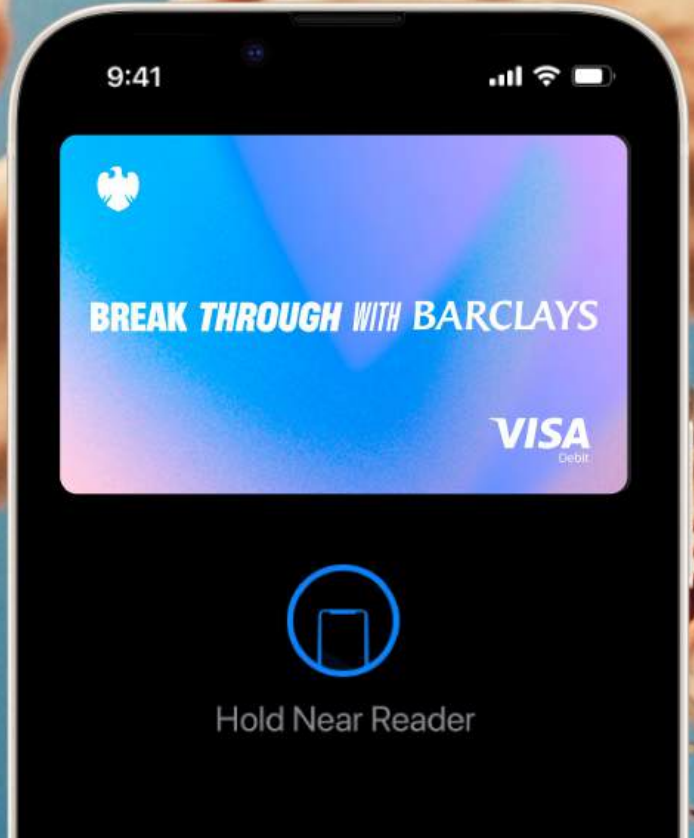
BREAK

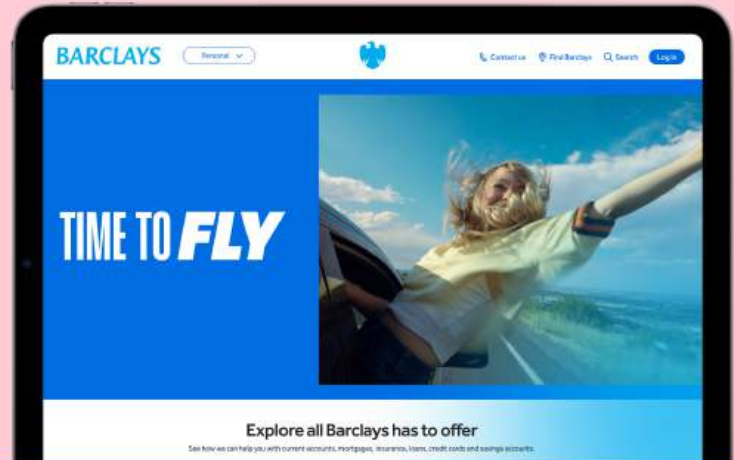
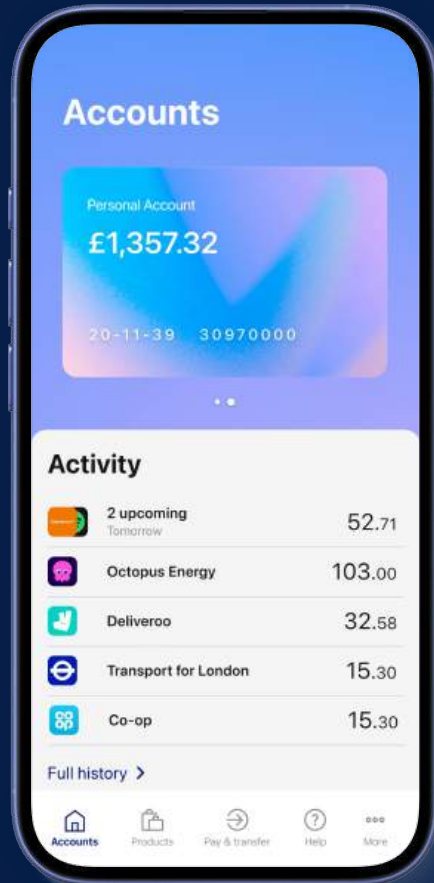
THROUGH



WITH

BARCLAYS







Barclays PLC

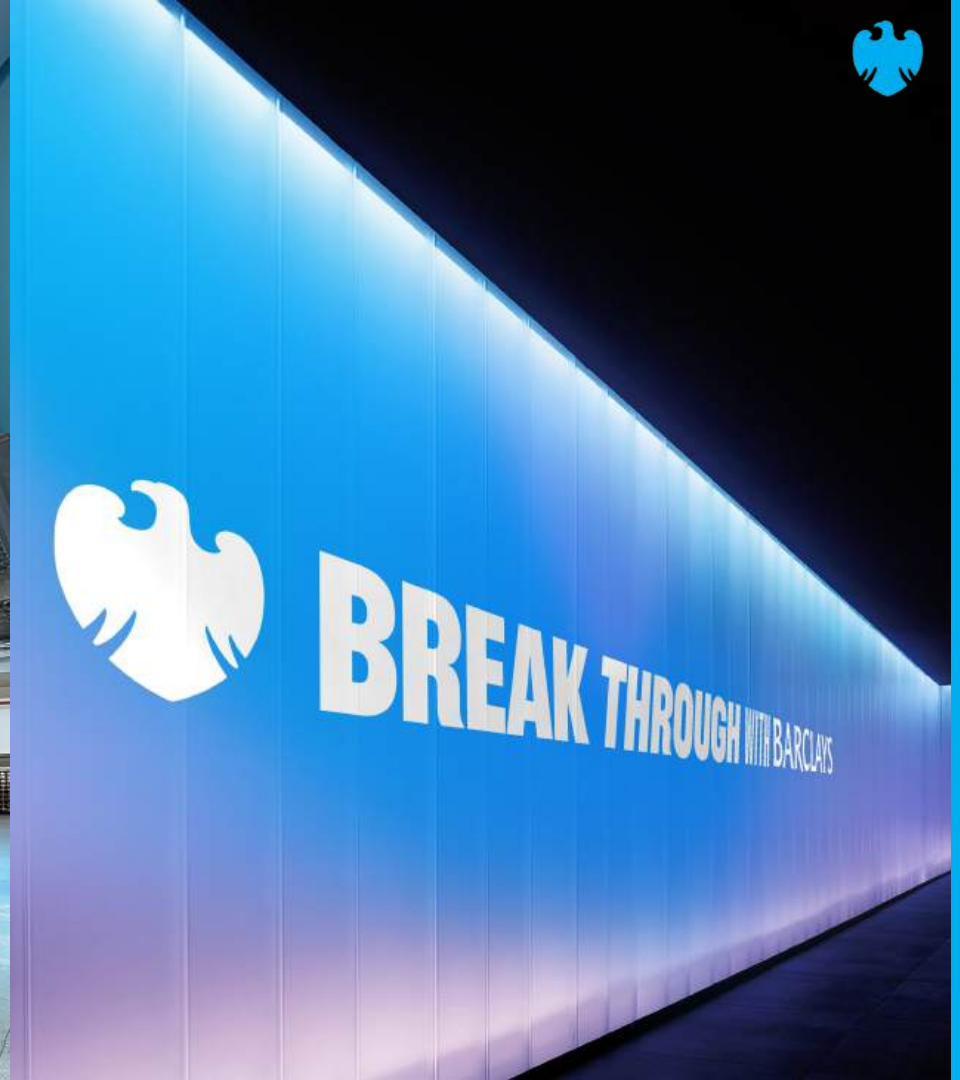
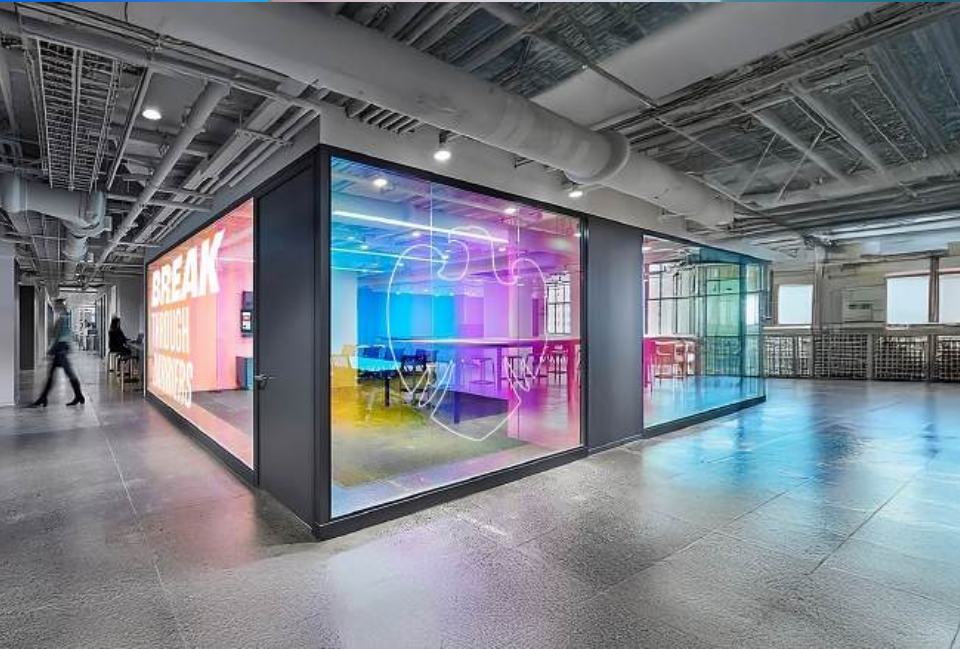
Annual Report 2025

DREAM BIG

BARCLAYS

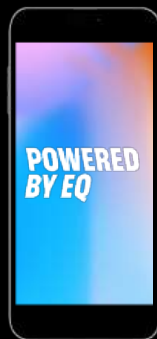








Imagine Spotify wrapped for your finances.



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**



OCEAN

FEEL ITS PASSIONS...

BREAK THROUGH INDECISION

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

break through with
 **BARCLAYS**





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





ELONEX

FIND YOUR PATH

For your next financial step, big or small.

break through with

 **BARCLAYS**

TRAFFORD PARK



TIME TO FLY

break through with
 BARCLAYS

For your next financial step, big or small.

TOTTENHAM
COURT ROAD



UNLEASH POSSIBLE

For your next financial step, big or small.

break through with
BARCLAYS



JCDecaux

7



8 8



10 10

11 11

Caffè RITAZZA
Great Pastries Cafe

The storefront of Caffè RITAZZA, a cafe located in the station, featuring a display of pastries and a counter.

the PASTY SHOP

The storefront of 'the PASTY SHOP', a bakery or food outlet, with a display of various pastries.

Underground via stairs to Jubilee, Bakerloo, Northern and Waterloo & City lines

7

tickets

A blue ticket kiosk with the word 'tickets' printed on its side, located in the foreground of the station.

DREAM BIG

For your next financial step, big or small.

break through with
BARCLAYS

JCDecaux

THINK BIGGER ACT FASTER

For your next financial step, big or small.

break through with
BARCLAYS

There's no stopping you

For your next financial step, big or small.

break through with
BARCLAYS

WE'VE GOT YOUR BACK

For your next financial step, big or small.

break through with
BARCLAYS

PUSH THINGS FORWARD

For your next financial step, big or small.

break through with
BARCLAYS



STAND ON OUR SHOULDERS

For your next financial step, big or small.

break through with
BARCLAYS

OPPORTUNITY IS CALLING

For your next financial step, big or small.

break through with
BARCLAYS

Press any button to return to workday

02:00:08

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 wait talks 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.



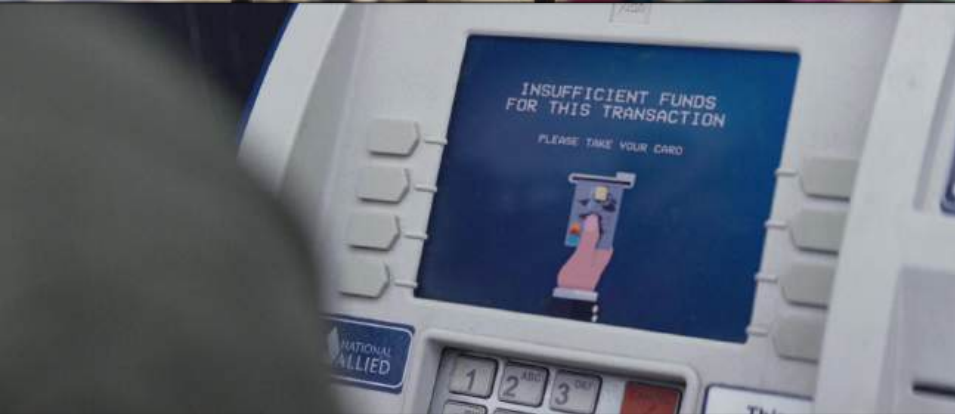


THREE PRODUCT CUTDOWNS

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
BREAK THROUGHS ENABLED
BY BARCLAYS ON A DAILY AND
WEEKLY BASIS.**



TODAY AT BARCLAYS

Better homes
bought thanks
to Mortgage Boost

326

5
million

game-changing
moments
at the tap of
our app

142

New jobs
created
thanks to
Digital Eagles

First-time
buyers

59

5,721

People upskilled
and empowered
with our LifeSkills
program



2,740

New customers

1,925

Housewarmings

THIS
WEEK
AT



BARCLAYS

19,230

Free deliveries
on Amazon

5,770

New midnight
investors

192

New
customers

432

New
customers



3,886

New
customers

5,771

New midnight
investors

DISCOVER HOW
BARCLAYS CAN
HELP YOU
BREAK
THROUGH

JCDoroux

← Platforms 12 to 16

• Cash machine
• Left luggage • Lost property

• 24hr Baggage Reclaim

• 24hr Baggage Reclaim

E U S T O N





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 BREAK THROUGHS

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

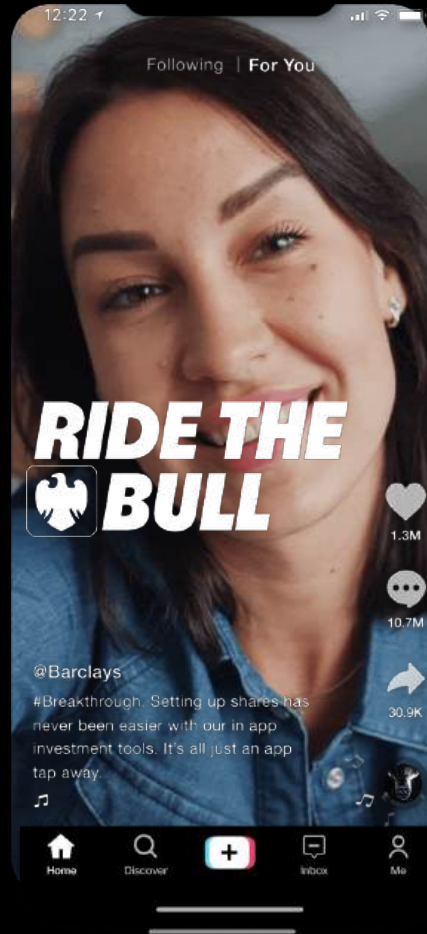
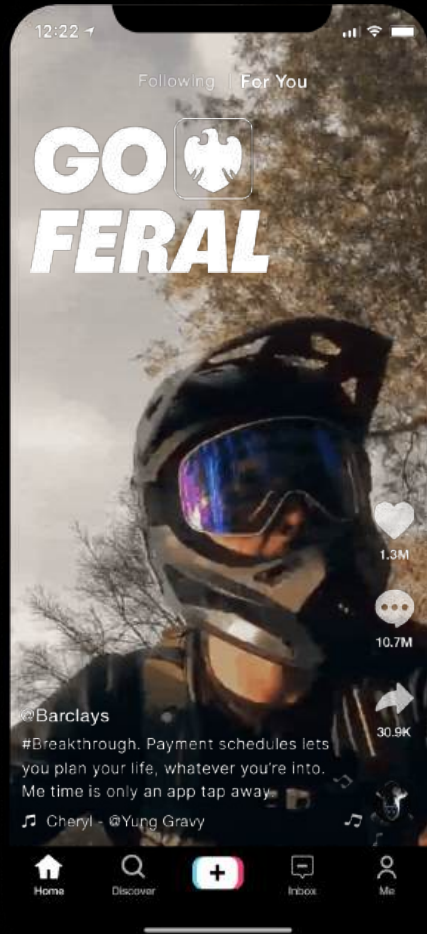


EVERYDAY BREAK THROUGHS











BUSINESS TO BUSINESS



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



FUELLING BUSINESS BREAK THROUGHS

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?

Nando's

CLICKS

OPTOMETRIST





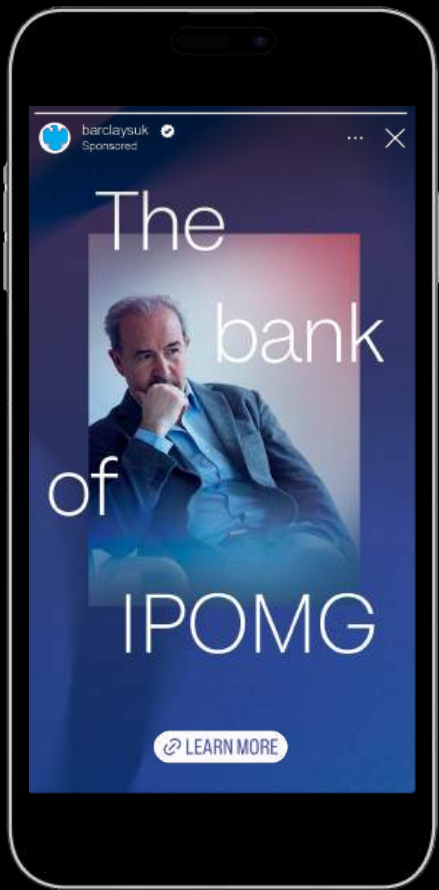
Less tech bros.



Break
through
with  BARCLAYS

more silicon sisters

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





barclaysuk Sponsored

Unlocking growth



through diverse thinking, scale, and sector expertise

[LEARN MORE](#)

barclaysuk Sponsored

VC



2

IPO

[LEARN MORE](#)

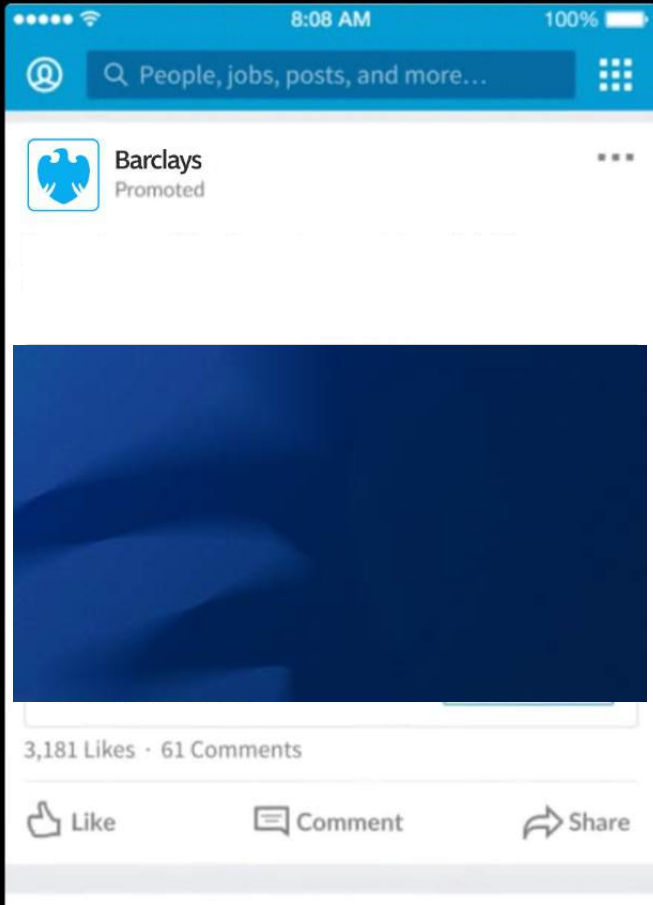
barclaysuk Sponsored

Don't compete



collab.

[LEARN MORE](#)





LEEDS TAKEOVER



BREAK THROUGH THE BLUE



Helia Ebrahimi
Channel 4's Economics
Correspondent



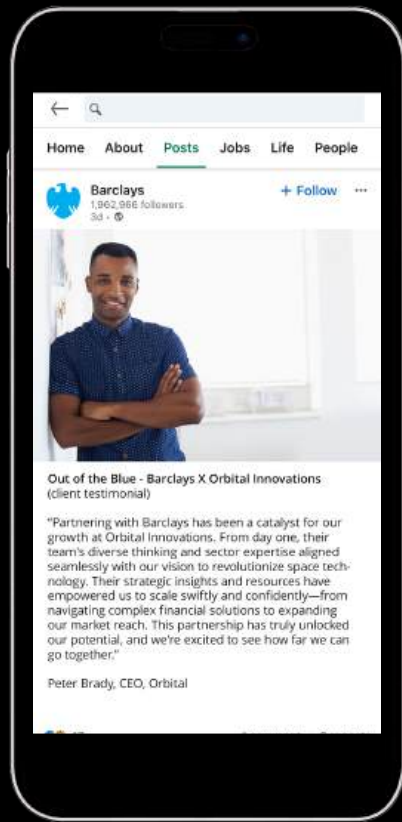
Matthew Syed
Author of Rebel Ideas,
Power of Diverse Thinking



Nexus Centre, Leeds University

CONTENT





USCB BRIEF





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





AND MORE LIKE...



NATURALLY, THERE'S A SIGNIFICANT RELATIVE DEFICIT IN **SALIENCE & EQUITY**

#1



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

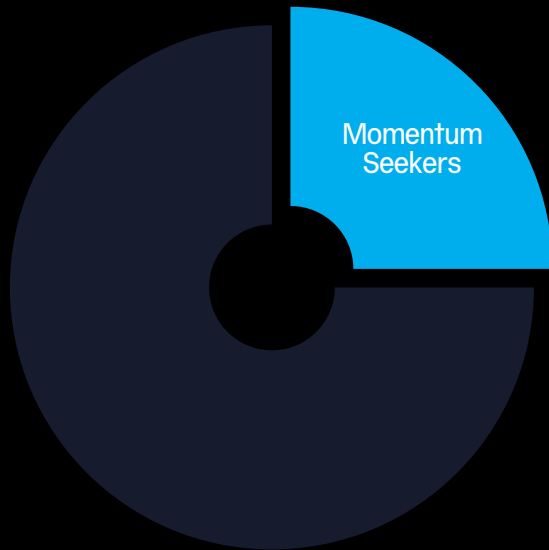
**I'M TIRED OF
FEELING
THIS WAY**

A feeling

**I'M READY
FOR A REAL
CHANGE**



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
Forward Momentum		40%	55%	63%
		38%	46%	59%
Greater Innovation		43%	39%	43%
		34%	34%	33%
Strong Leadership		24%	23%	32%
		35%	28%	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.**

jetBlue

Your first checked bag flies free with the JetBlue Plus Card.

jetBlue

Terms Apply

Apply now

Earn 70,000 Bonus Hawaiian Miles

Plus, Two Free Checked Bags

jetBlue

Terms Apply

Apply now

Take off with 70,000 bonus points

Earn 70,000 bonus points after qualifying account activity with the JetBlue Plus Card.

Terms apply

Learn more

WYNDHAM REWARDS

BOOK + OFFERS + EXPLORE THE PROGRAM + JOIN NOW SIGN IN +

Important Update: Our Wyndham Rewards Terms & Conditions are changing May 27, including arbitration procedures and class action waiver. See Updated Terms

earner+ WYNDHAM REWARDS

WYNDHAM REWARDS

VISA Signature

Our Best Offer Yet: Earn Points for up to 13 Free Nights

With the Wyndham Rewards Earner® Cards, you can earn up to 100,000 bonus points—enough for up to 13 free nights. See Terms & Conditions for details.

LEARN MORE



**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**



O₂ arena



DONMAR



**SADL
ERSW
ELLS**

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.

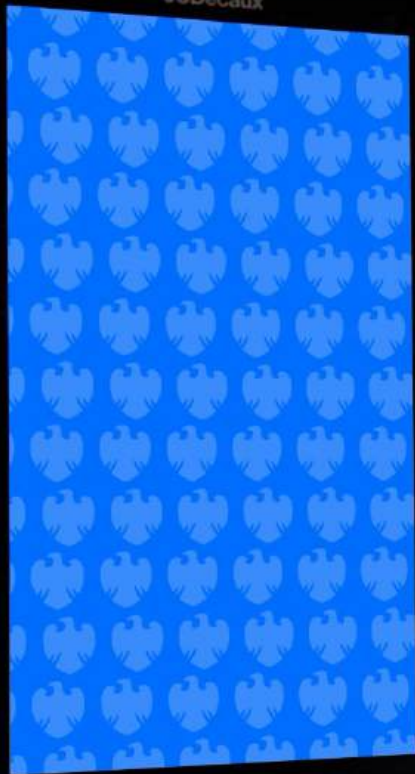
Whether it's breaking boundaries to accessing the sports people love or breaking through barriers to employment through upskilling our communities.

Access and equal opportunity (DEI)										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



break through with
 **BARCLAYS**

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



BARCLAYS CENTER



BREAK THROUGH RECORDS

ticketmaster PLAZA

BARCLAYS CENTER



BARCLAYS

**BREAK
THROUGH**
with BARCLAYS

BARCLAYS MEDIA CENTRE

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

break through with
 **BARCLAYS**

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

 Clear Channel



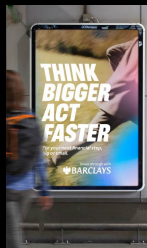
THE CREATIVE WORLD



CORPORATE

CORE

APP





PLATFORM LONGEVITY

EXPLORING BREAK THROUGH AS AN ATTITUDE

RESPONDING TO CULTURAL CHANGES IN WHAT IS REQUIRED TO BREAK THROUGH

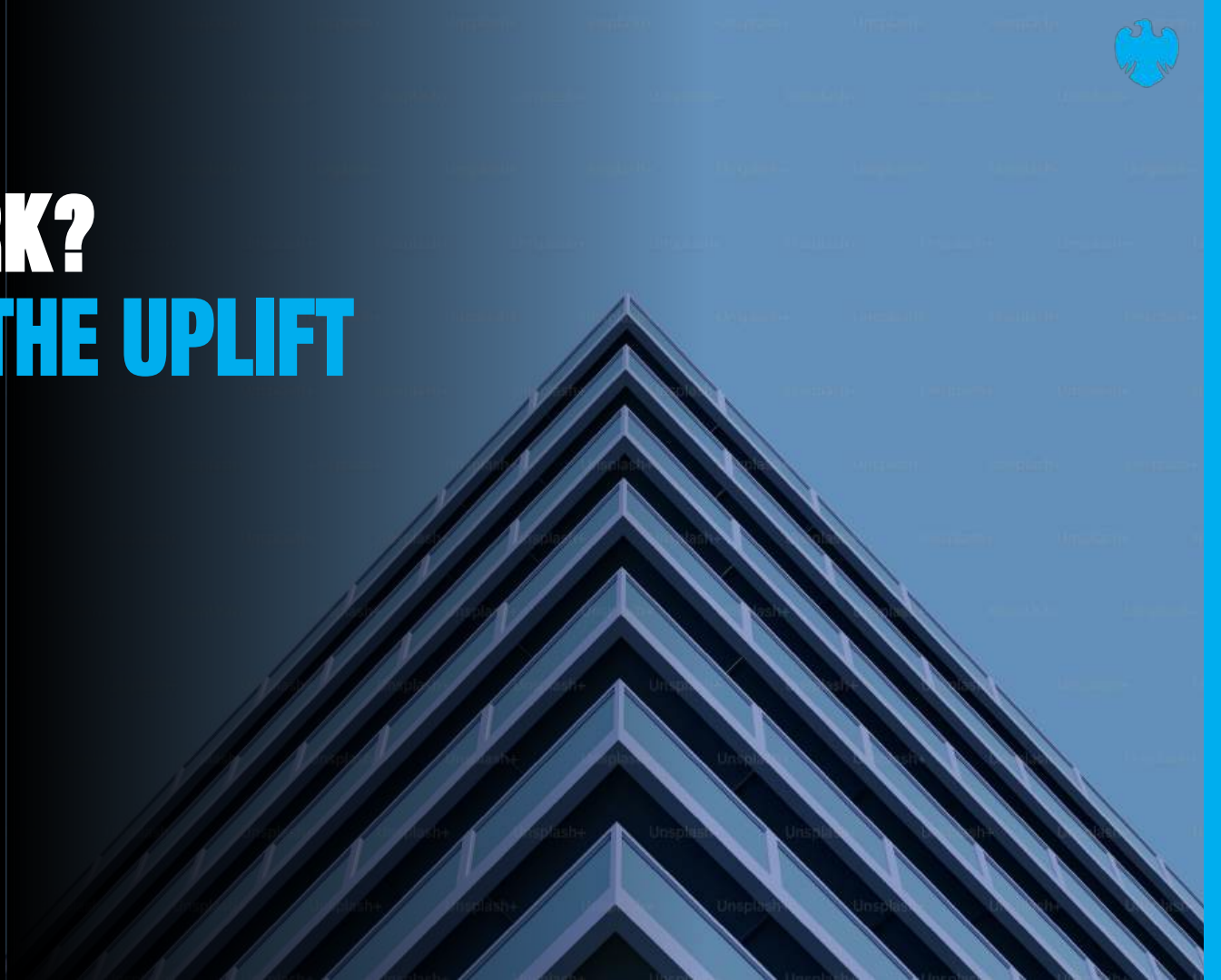
THE FEELING OF HAVING BROKEN THROUGH

PAVING THE FUTURE FOR MORE BREAKTHROUGHS



WILL IT WORK?

MEASURING THE UPLIFT



'IN GOD WE TRUST, ALL OTHERS BRING DATA'



UK

US

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.

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%

Break through with Barclays

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45%

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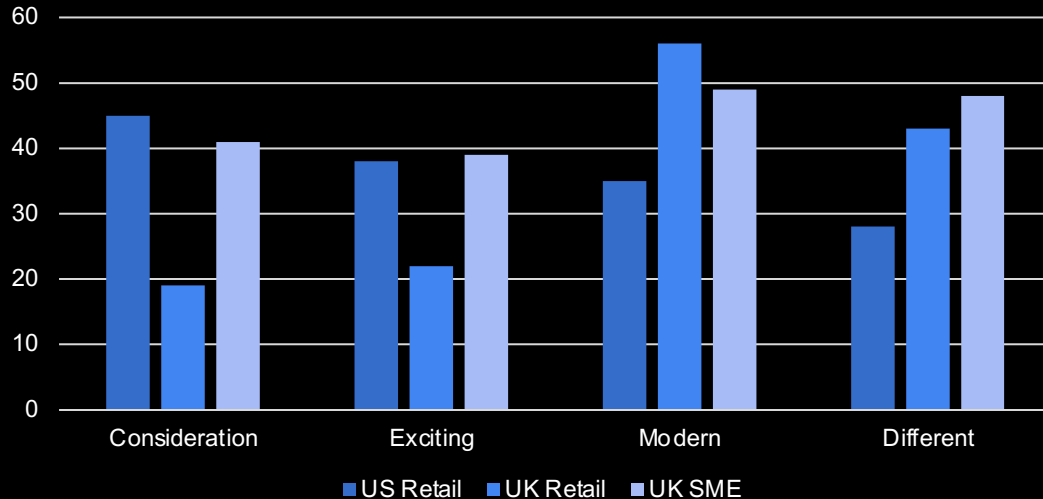


41%



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



* Source – YouGov survey – ‘With the video in mind, to what degree does it make Barclays feel more exciting, modern, different to you??’ UK and US (n = 452)



WILL IT STICK? CODIFYING THE BRAND





Group Purpose

WORKING TOGETHER FOR A BETTER FINANCIAL FUTURE

WE DO THIS BY:

Barclay's Group Positioning

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...

Platform

BREAK THROUGH WITH BARCLAYS

HOW WE DRIVE OUR BRAND IMPERATIVES:

Brand Imperatives

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 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**

HOW WE FLEX TONALLY & VISUALLY

Customer

Client





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

BREAK THROUGH WITH BARCLAYS

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

ASPIRATION

Re-establishing Barclays as a magnetic force for progress

INTIMACY

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

IMPACT

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

- Use hyper-public channels to ensure people know that everyone knows Barclays as break through creator
- Find literal ways to bring break throughs alive
- Mass exposure, using key moments to build fame fast

- 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



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

nMATIC

wondercraft

PRODUCTION



Adobe Firefly

nMATIC

runway

gettyimages

wondercraft

ADAPT



cape /



CreateTOTALLY

Can plug into Workfront



FLAWLESS

M+C SAATCHI INTELLIGENCE

ADVANTAGE THROUGH DATA

GWl.



Nielsen

WARC

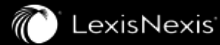
YouGov BrandIndex



GlobalData.



YouGov Profiles



FORRESTER

Meltwater

similarweb



CANVAS8

statista

DREAM BIG
For your next financial step, big or small.

BARCLAYS

WE'VE GOT YOUR BACK
The power of Barclays. The power of insurance. The power of choice.

BARCLAYS

PUSH THINGS FORWARD.
The power of Barclays. The power of insurance. The power of choice.

BARCLAYS

What if David worked with Goliath?

THINK BIGGER ACT FASTER
For your next financial step, big or small.

Break through with BARCLAYS

break through with

BARCLAYS

Get a seat at the table

STAND ON OUR SHOULDERS
For your next financial step, big or small.

BARCLAYS

FX AT 30,000 FT
Having Global Currency is just an app away.

BREAK THROUGH BARRIERS
We're proud to help communities like hers with more sports and skills programmes than ever before.

Break through with BARCLAYS

AI-UP
We can help you maximize your business earnings through our innovative solutions and ways to pay your staff.

Break through with BARCLAYS

In risk we trust

GOING ALL THE WAY
Congratulations to Barclays ambassador Emma Raducanu on her Best Grand Slam.

BARCLAYS

The bank of IPOMG

LEARN MORE

Cash Let it flow

LEARN MORE

TODAY AT BARCLAYS

- 326 million
- 142
- 59
- 5,721

Less tech bros. more silicon sisters

Break through with BARCLAYS

FIND YOUR PATH
For your next financial step, big or small.

Break through with BARCLAYS

BREAK THROUGH INDECISION

BARCLAYS

BREAK THROUGH INDECISION

BARCLAYS

M+C SAATCHI GROUP



THANK



YOU