



**GIVING BARCLAYS AN UNFAIR
SHARE OF THE FUTURE**

WELCOME BACK BARCLAYS



TODAY WE'RE ASKING FOR COLLABORATION, DISCUSSION AND DIRECTION

Our insight led positioning territory
Creative exploration - tone and direction
Stress testing towards final pitch



BRUTAL SIMPLICITY OF THOUGHT



**BRAND
DESIRE**

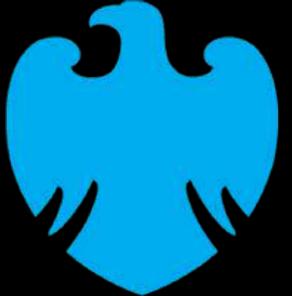
DIVERSITY OF THOUGHT

**DATA ANALYSTS, STORYTELLERS, BUSINESS
CONSULTANTS, BRAND PLATFORM CREATORS,
BRAND STRATEGISTS, CONCEPTUAL THINKERS,
RESEARCHERS, IDEA GENERATORS, AI STRATEGISTS,
PARTNERSHIP MANAGERS, PR SPECIALISTS, BRAND
DESIGNERS, AND COMMUNITY MANAGERS...**

FROM LONDON TO NEW YORK...



THIS IS TODAY...

 BANKLAYS



THIS BRIEF IS ALL ABOUT RECLAIMING THE FUTURE





YOUR BRAND IMPERATIVES HAVE BEEN ESSENTIAL

Recap | Leveraging all the insight to date we have formed a set of brand imperatives. To become the leading financial services brand, we need to position Barclays as being...

| Maintain | Build | Reputation |
|--|---|--|
| Safe and secure Building on our strength in 'Trust' and 'Security' we need to continue to help customers keep their money safe and secure and feel confident to save and invest for themselves and the next generation | Your financial expert Deliver high-quality products and services. Be the financially smart choice for our customers and clients, helping to navigate life and business moments with excellence and expertise. Our capabilities match your needs as they grow and evolve, with integrated solutions and accessible advice that leverage our collective expertise | A customer and client champion A true partner who has our customer and clients' interests* at heart; delivering to them with ease, flexibility and operational slickness. Willing to adapt and move with agility to meet customer and clients' demands. Deliver value and rewards* |
| | | |

*Specifically in Barclaycard, Premier, SME and MidCorps

*Specifically in UKC, PB&WM and IB

The brand imperatives can be delivered in different ways (i.e. brand creative semiotics, brand expression and business decision making - product, price, place etc.)



Outcomes

(how the brand becomes more magnetic and meaningful)

ATTRACTIVE & ASPIRATIONAL

Strategic Opportunity

Progression as a core human need, modernity as a watchword for a tonal reinvention

MODERN & PROGRESSIVE

Reframing

(define social contribution as part of the core brand, not only in reputation/ ESG/ and corporate citizenship)

SOCIAL CONTRIBUTOR

CUSTOMER CHAMPION

YOUR FINANCIAL EXPERT

Reframing

(traditional drivers in need of reinvention for a digital first age)

Critical Foundations

(the most fundamental need from any bank)

SAFE & SECURE



ACHIEVEMENT

The drive to succeed and win on your own terms never went away, in fact it's back, and stronger than ever.

UNITY

In this everything, everywhere, all at once world, there is a growing desire to help us bring things together.

**FOUR UNIFYING INSIGHTS THAT BEGIN
TO UNLOCK THE PROGRESSIVE OPPORTUNITY**

SAFETY

When we think about the rapidly changing future we are hopeful that change is in safe hands.

MOMENTUM

Mounting frustrations with the status quo mean people are yearning for genuine momentum.



ACHIEVEMENT

SLOW MOVING
BANKING PARTNER



FAST MOVING
PERFORMANCE ENTERPRISE

MOMENTUM

A DRAG
ON CHANGE



THE POWER
BEHIND CHANGE

UNITY

BANK OF
MANY PARTS



ECONOMIC
UNIFIER

SAFETY

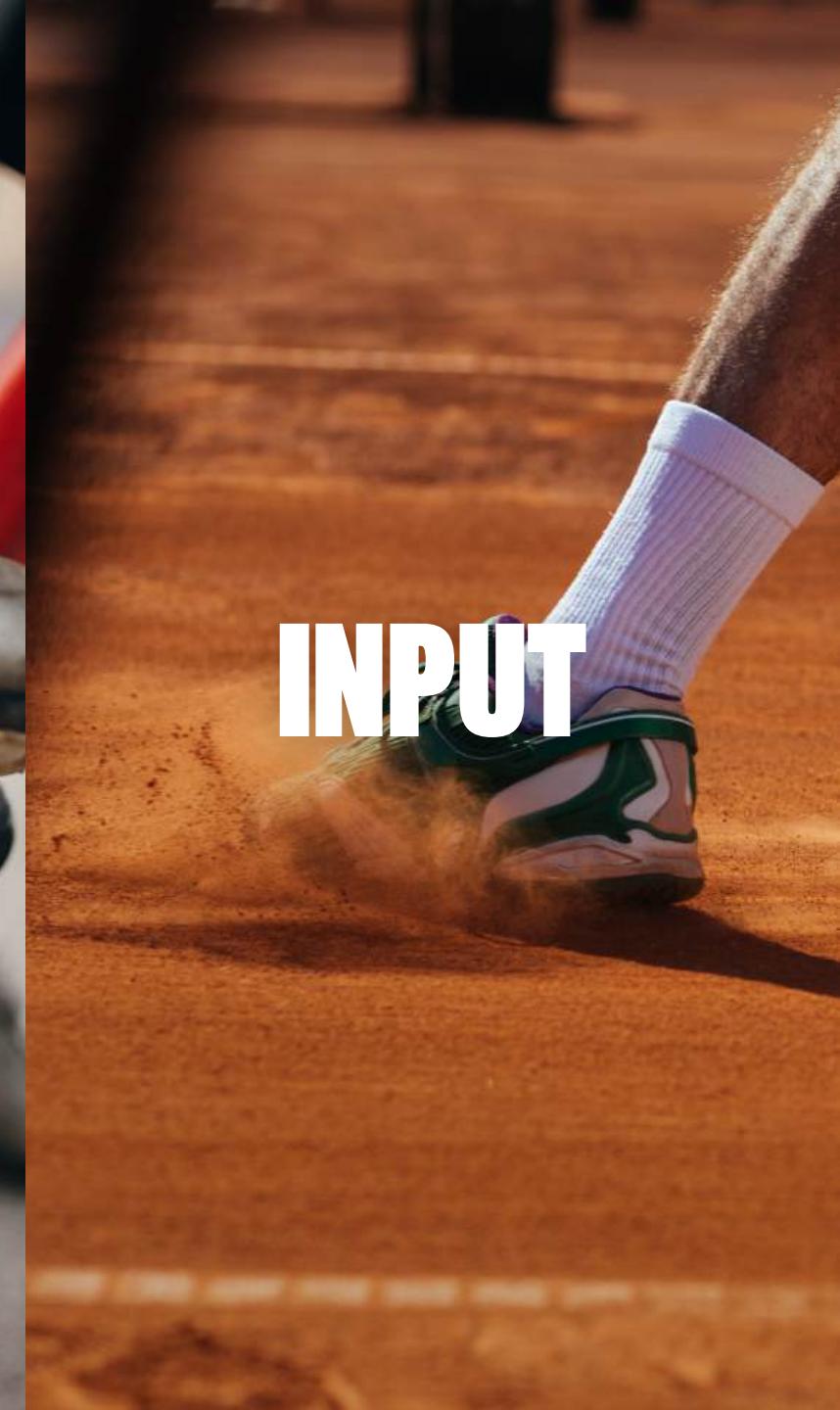
THE
SECURE BANK



THE GUARDIANS
OF PROGRESS

A dynamic photograph of a brown dog in mid-stride, running towards the camera on a paved surface. The dog's body is angled forward, and its front legs are extended. The background is a soft-focus grey.

INSTINCT





ACHIEVEMENT

The drive to succeed and win on your own terms never went away, in fact it's back, and stronger than ever.

UNITY

In this everything, everywhere, all at once world, there is a growing desire to help us bring things together.

**FOUR UNIFYING INSIGHTS THAT BEGIN
TO UNLOCK THE PROGRESSIVE OPPORTUNITY**

SAFETY

When we think about the rapidly changing future we are hopeful that change is in safe hands.

MOMENTUM

Mounting frustrations with the status quo mean people are yearning for genuine momentum.



MOMENTUM (NOUN):

The strength or force that allows something to continue or to grow stronger or faster as time passes.



FORWARD MOTION

Is the act and urge to
move forwards

POSITIVE MOMENTUM

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

PROGRESS

Is the measurable improvements
as we move towards our goals



“Momentum is a powerful force;
once you build it, it drives you
forward effortlessly”

Michael Jordan



CREATING POSITIVE MOMENTUM

For individuals
and families

For businesses
and corporations

For our
economies

For
communities
and fans

For colleagues
and partners



**WE ENABLE
POSITIVE
MOMENTUM**



Start a business
Scale a business
Sell a business



Pay off debt
Buy a home
Start a family
Invest smartly
Retire well



**Grow my wealth
Broaden its reach
Secure my legacy**



**Commit to my
passions
Love them
more deeply
Reap the
real benefits**



Grow my business
Make new hires
Fuel innovation
Build sustainable
growth



**Get on the team
Score a goal
Win the game
Win the league**



**BUT IS
MOMENTUM
A BIG ENOUGH
CONSUMER NEED?**





IN SEARCH OF MOMENTUM SEEKERS

KEY MEASURABLE DIMENSIONS

- ▶ Psychological relationship to the future: Hope & Optimism
- ▶ Attitude to personal development: Growth mindset & forward thinking
- ▶ Goal orientation and resilience: Achievement tracking & overcoming obstacles





WE BUILT THE **MOMENTUM SEEKERS** AUDIENCE IN YOUGOV BASED ON ATTITUDES, LIFESTYLES, PERSPECTIVES AND MOTIVATIONS THAT MATCHED OUR DEFINITION

Momentum seekers shared 4 common personal attributes

Career driven

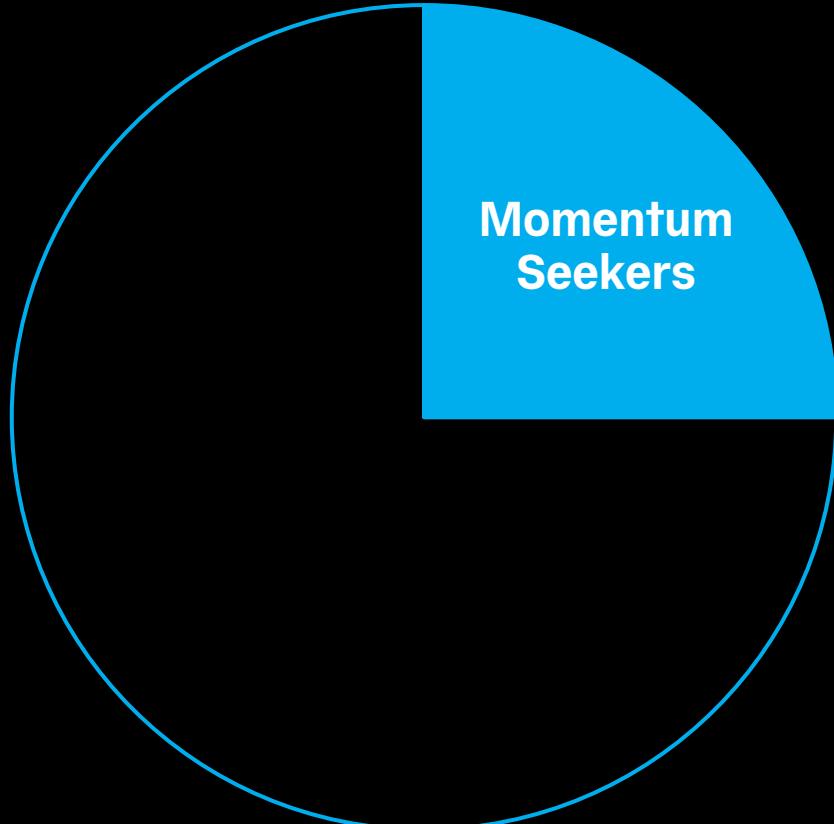
Enjoys a challenge

Interested in self improvement

Optimistic



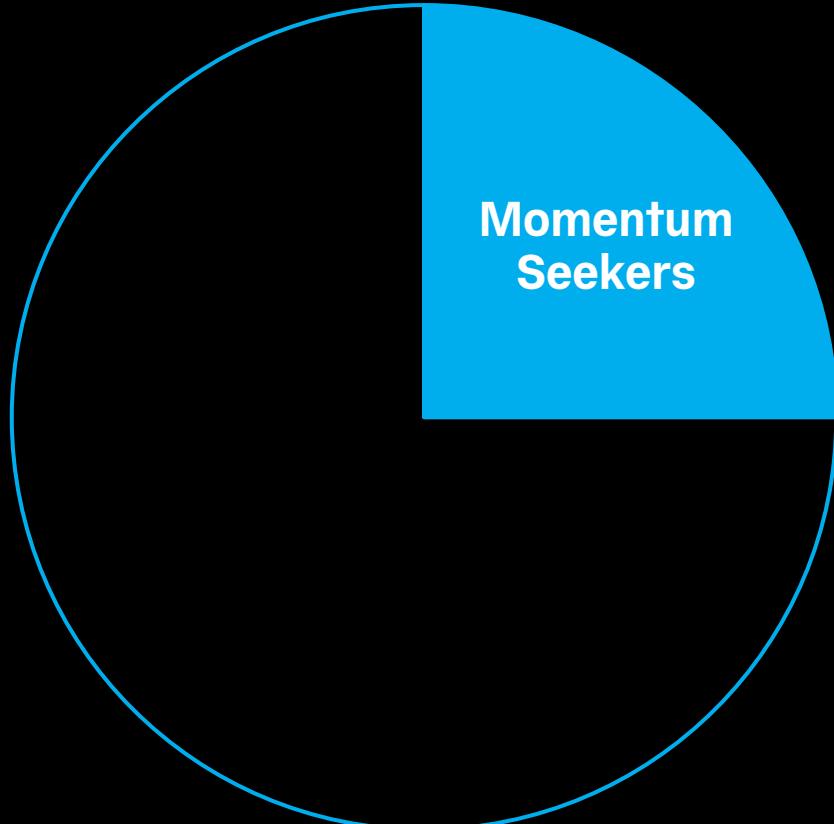
| CATEGORY | RESPONSE | TYPE |
|----------------------------------|--|--------------------|
| YouGov Perspectives | Entrepreneurial | Career driven |
| Lifestyle.1 | I Am Motivated More By Career Progression Than Money | Career driven |
| Work type | Manager or Senior Administrator / intermediate managerial / professional | Career driven |
| Work type | Professional or Higher technical / managerial work | Career driven |
| Positive traits [Unprompted] | Hard working | Career driven |
| Positive traits [Unprompted] | A leader | Career driven |
| Life events past 12 months | Started a business | Career driven |
| finance | I Am Confident About My Career And Job Prospects | Career driven |
| Self employed type | Own a small business | Career driven |
| Self employed type | Self-employed / working as a freelancer | Career driven |
| Reasons for joining career field | To do something I love/always wanted to do | Career driven |
| Reasons for joining career field | To discover something new | Career driven |
| Reasons for joining career field | To learn a new skill | Career driven |
| Reasons for joining career field | The challenge | Career driven |
| Most joyful things | Learning a new skill | Self improvement |
| Most joyful things | Trying something new | Self improvement |
| Reasons for having a side job | For personal growth | Self improvement |
| Positive traits [Unprompted] | Adaptable | Self improvement |
| Goal of spare time | Skill development or learning | Self improvement |
| Things that motivate you | A challenge | Enjoys a challenge |
| Things that motivate you | Having goals | Enjoys a challenge |
| Lifestyle.1 | I Seek Out Challenging Situations | Enjoys a challenge |
| Lifestyle.1 | I Am Not Afraid Of Taking Risks | Enjoys a challenge |
| Positive traits [Unprompted] | Determined | Enjoys a challenge |
| Most joyful things | Going on an adventure | Enjoys a challenge |
| Most joyful things | Accomplishing a challenge | Enjoys a challenge |
| Positive traits [Unprompted] | Positive | Optimistic |
| Positive traits [Unprompted] | Optimistic | Optimistic |
| Positive traits [Unprompted] | Upbeat | Optimistic |
| Positive traits [Unprompted] | Enthusiastic | Optimistic |
| Finance | I Am Confident And Excited About My Future | Optimistic |
| Lifestyle.1 | In General I Feel Happy With My Life | Optimistic |



THIS IS A MASSIVE CONSUMER MINDSET

11m individuals

25% of the UK adult population



THIS IS A MASSIVE CONSUMER MINDSET

67.5m individuals
24% of the US adult population



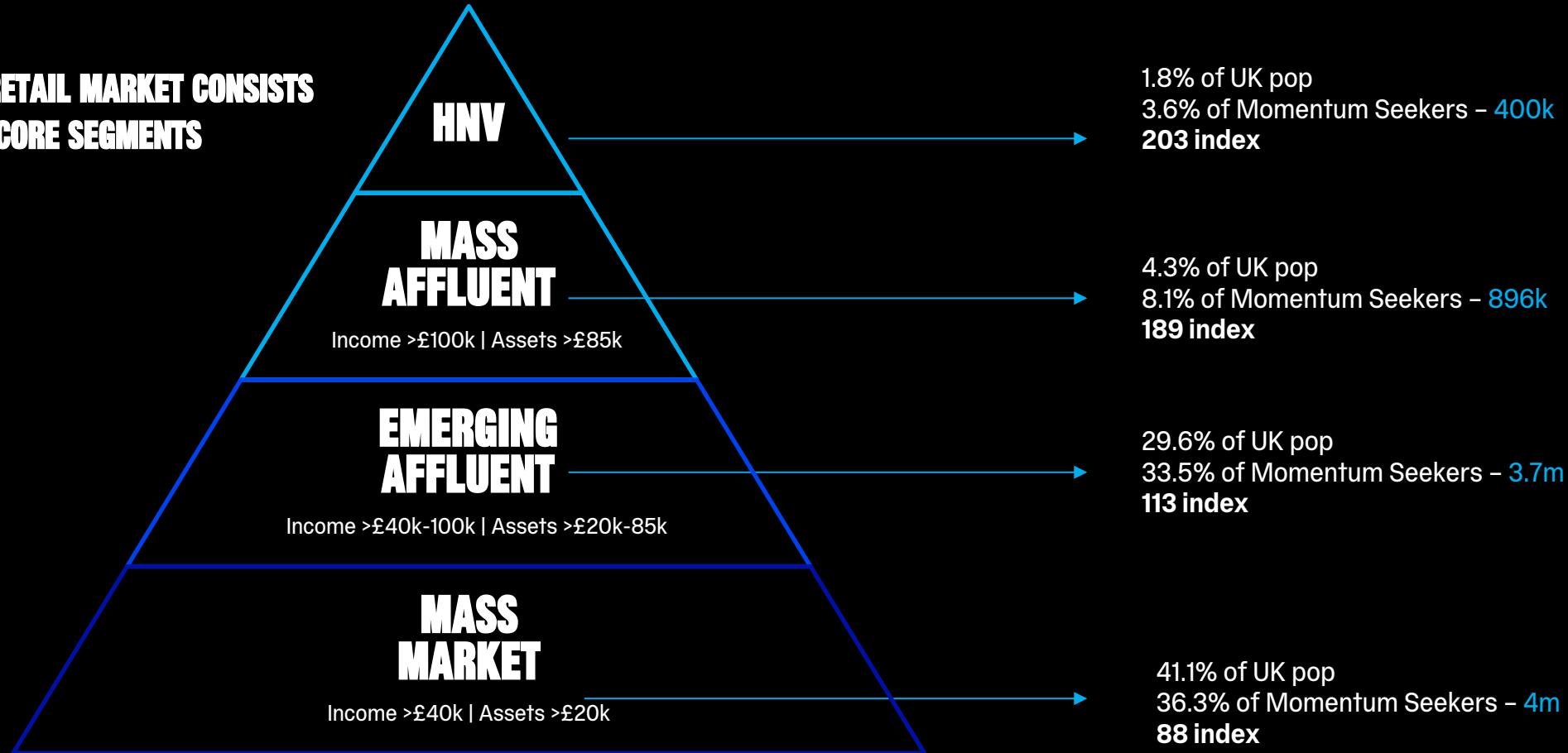
**MOMENTUM
SEEKING IS THE
PSYCHOGRAPHIC
GLUE BETWEEN
YOUR SEGMENTS**





MOMENTUM SEEKERS MAP BRILLIANTLY TO YOUR SEGMENTS

THE RETAIL MARKET CONSISTS
OF 3 CORE SEGMENTS





FOR BUSINESS BANKING, ENTREPRENEURSHIP AND MOMENTUM GO HAND IN HAND

| Variable | Target Audience | Control Audience | | | | | |
|------------------------|------------------------------|----------------------------------|----------------|-------------|--------------|----------------------------|--|
| Self-Employment | Momentum Seekers v(4) | Nationally Representative | Z-Score | Diff | Index | Population Estimate | |
| Yes | 17.3% | 11.6% | 16.6 | 5.7 | 149.4 | 1,912.3k | |
| No | 82.7% | 88.4% | -16.6 | -5.7 | 93.5 | 9,165.3k | |

| Variable | Target Audience | Control Audience | | | | | |
|--|------------------------------|----------------------------------|----------------|-------------|--------------|----------------------------|--|
| Self-Employed Type | Momentum Seekers v(4) | Nationally Representative | Z-Score | Diff | Index | Population Estimate | |
| Own a small business | 2.7% | 1.9% | 5.9 | 0.8 | 145.1 | 299.8k | |
| Self-employed / working as a freelancer | 4.7% | 3.5% | 6.5 | 1.2 | 135.1 | 518.5k | |
| Fixed-project contractor with my own tax/NI responsibilities | 0.3% | 0.2% | 1.7 | 0.1 | 138.1 | 28.9k | |



**BUT HOW
DOES
MOMENTUM
SEEKING
CORRELATE
TO CUSTOM?**





BARCLAYS ALREADY DO BRILLIANTLY AGAINST MOMENTUM SEEKERS

| Variable | Target Audience | Control Audience | Z-Score | Diff | Index | Population estimate |
|---------------------------------|-----------------------|---------------------------|---------|------|-------|---------------------|
| Current account – Main provider | Momentum Seekers v(4) | Nationally representative | | | | |
| Barclays | 15.6% 1,193 | 11.3% 13,548 | 4.0 | 4.3 | 138.1 | 1,732.2k |
| Not Asked | 12.5% | 10.6% | 2.0 | 2.0 | 118.4 | 1,390.0k |
| Natwest | 10.9% | 10.0% | 1.1 | 0.9 | 109.5 | 1,213.0k |
| Santander | 10.1% | 10.0% | 0.1 | 0.1 | 100.6 | 1,119.8k |
| HSBC | 8.8% | 7.6% | 1.5 | 1.2 | 116.0 | 976.4k |
| Lloyds Bank | 7.2% | 10.7% | -4.3 | -3.5 | 67.3 | 900.2k |
| Halifax | 6.5% | 8.8% | -3.0 | -2.3 | 73.6 | 715.1k |
| Nationwide | 5.9% | 10.1% | -5.6 | -4.2 | 58.7 | 657.9k |
| Monzo | 3.6% | 2.3% | 2.4 | 1.3 | 157.0 | 400.9k |
| First Direct | 3.5% | 3.3% | 0.5 | 0.2 | 106.4 | 384.4k |
| Starling Bank | 2.7% | 1.2% | 3.2 | 1.5 | 223.5 | 303.7k |
| TSBC | 2.6% | 3.0% | -0.6 | -0.4 | 87.7 | 293.0k |
| Royal Bank of Scotland | 2.1% | 2.4% | -0.5 | -0.3 | 87.6 | 230.0k |
| Virgin Money | 1.9% | 1.4% | 1.3 | 0.5 | 134.5 | 213.8k |
| Co-operative Bank | 1.7% | 1.3% | 1.2 | 0.4 | 131.5 | 187.1k |
| Chase | 1.3% | 1.9% | -1.5 | -0.6 | 68.1 | 140.9k |
| Bank of Scotland | 1.0% | 1.7% | -1.8 | -0.6 | 61.9 | 115.0k |
| Revolut | 0.8% | 0.2% | 2.4 | 0.6 | 386.1 | 88.1k |



WE HAVE CLEAR PROGRESSIVE WATER BETWEEN US, NATIONWIDE AND OTHER HIGH STREET BANKS

| Variable | Target Audience | Control Audience | Z-Score | Diff | Index | Population estimate |
|--|------------------------------|----------------------------------|-------------|-------------|-------------|---------------------|
| Current account – Main provider | Momentum Seekers v(4) | Nationally representative | | | | |
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| Halifax | 6.5% | 8.8% | -3.0 | -2.3 | 73.6 | 715.1k |
| Nationwide | 5.9% | 10.1% | -5.6 | -4.2 | 58.7 | 657.9k |
| Monzo | 3.6% | 2.3% | 2.4 | 1.3 | 157.0 | 400.9k |
| First Direct | 3.5% | 3.3% | 0.5 | 0.2 | 106.4 | 384.4k |
| Starling Bank | 2.7% | 1.2% | 3.2 | 1.5 | 223.5 | 303.7k |
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| Bank of Scotland | 1.0% | 1.7% | -1.8 | -0.6 | 61.9 | 115.0k |
| Revolut | 0.8% | 0.2% | 2.4 | 0.6 | 386.1 | 88.1k |



BUT THE NEO BANKS ARE A CLEAR AND PRESENT DANGER

| Variable | Target Audience | Control Audience | Z-Score | Diff | Index | Population estimate |
|--|------------------------------|----------------------------------|---------|------|-------|---------------------|
| Current account – Main provider | Momentum Seekers v(4) | Nationally representative | | | | |
| Barclays | 15.6% 1,193 | 11.3% 13,548 | 4.0 | 4.3 | 138.1 | 1,732.2k |
| Not Asked | 12.5% | 10.6% | 2.0 | 2.0 | 118.4 | 1,390.0k |
| Natwest | 10.9% | 10.0% | 1.1 | 0.9 | 109.5 | 1,213.0k |
| Santander | 10.1% | 10.0% | 0.1 | 0.1 | 100.6 | 1,119.8k |
| HSBC | 8.8% | 7.6% | 1.5 | 1.2 | 116.0 | 976.4k |
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| Bank of Scotland | 1.0% | 1.7% | -1.8 | -0.6 | 61.9 | 115.0k |
| Revolut | 0.8% | 0.2% | 2.4 | 0.6 | 386.1 | 88.1k |

Note – these trends are the same for Savings accounts



**IS POSITIVE
MOMENTUM
AUTHENTICALLY
TRUE TO
BARCLAYS?**



POSITIVE MOMENTUM
YOUR HISTORY & DESTINY





Momentum

P = M

V

100,000 momentum makers
Over 50 countries
With 334 yrs of experience
trustworthy
secure
accessible
expert

Mass

Velocity

Cutting edge data,
tech and insights
Industry leading tools
Innovative solutions
responsive
flexible
proactive
innovative

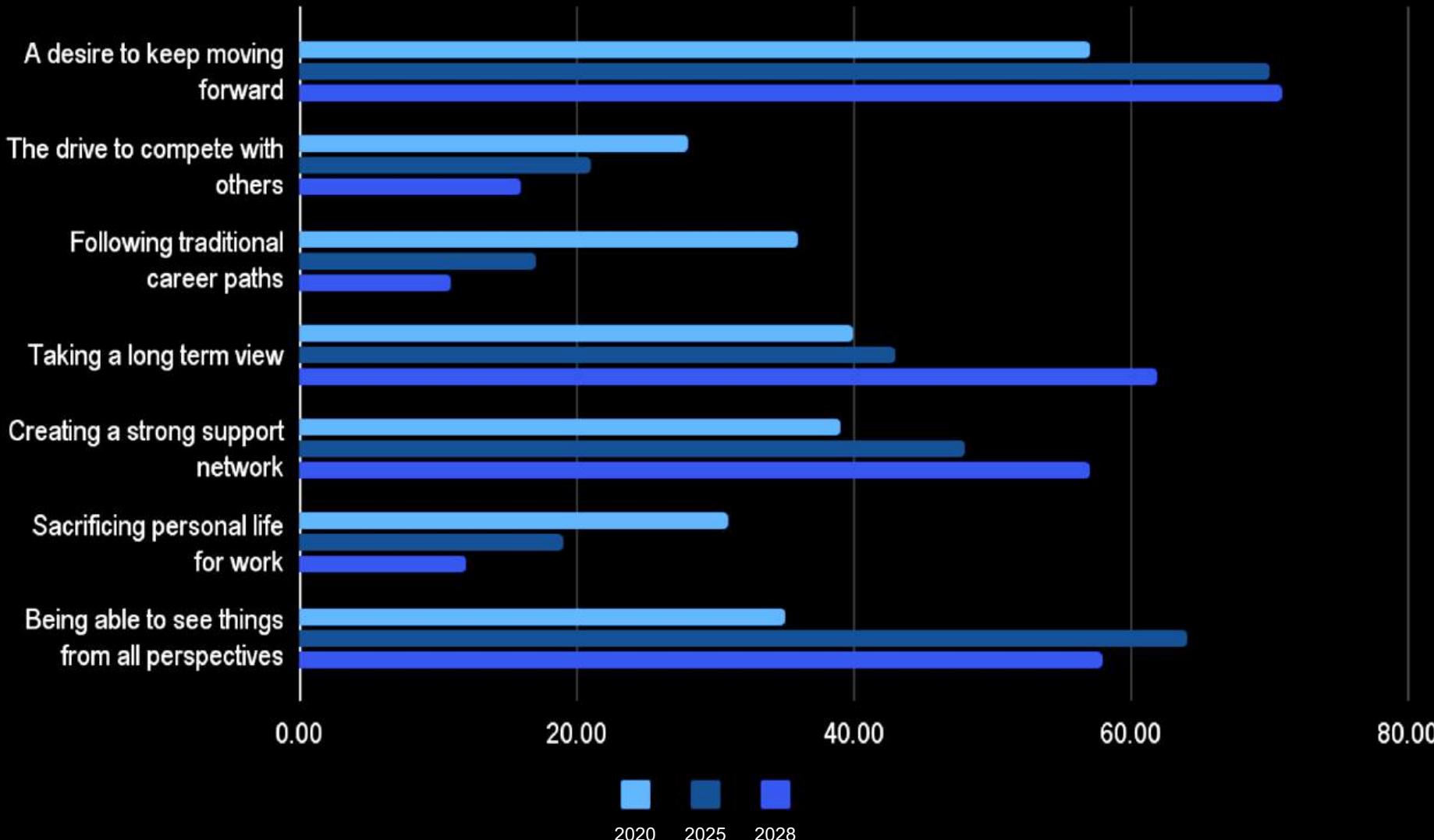


DOES IT MOTIVATE PEOPLE?

[THE \$85 MILLION
QUESTION]



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





Q: WHAT DO YOUR FRIENDS THINK WE NEED MOST FROM BANKS NOW AND IN THREE YEARS TIME?

| | | 2020 | 2025 | 2028 |
|-------------------------------|----|------|------|------|
| FUEL POSITIVE MOMENTUM | UK | 43% | 57% | 64% |
| | US | 37% | 52% | 59% |

THE OPPORTUNITY FOR BANKS TO FUEL
POSITIVE MOMENTUM IS GROWING



OUR UNIFYING ROLE

To be the catalyst and enabler of positive momentum for individuals, companies and communities

OUR UNIFYING PROMISE

**TO CREATE POSITIVE
FINANCIAL MOMENTUM**





BELONGING



Belong



ENDEAVOUR



Just Do It



EMPOWERMENT



Together We Can



MOMENTUM



?



CREATIVE EXPLORATION

A close-up, high-contrast photograph of a person's hands, one wearing a leather glove, interacting with a dark, granular substance like coffee beans or sand. The hands are covered in the substance, and the background is blurred with motion, suggesting a dynamic process.

A dynamic, low-angle shot of a basketball being dunked. The ball is in sharp focus, showing its textured surface and black stripes, as it hangs suspended in the air just before hitting the rim of the hoop. The hoop and net are a vibrant orange-red color. The background is dark, making the ball and hoop stand out. The player's legs and the rim of the hoop are visible in the foreground.

**FINISHING OFF THE
PERFECT HOTEL
RENOVATION**



FINDING A PLATFORM TO ORGANISE & ELEVATE YOUR OFFERING



WHICH PROMPTS RE-APPRAISAL



**AND UNITES YOU
AS A COMPANY**



LET'S EXPLORE



ROUTE 1



**“I DON’T MIND WHERE I’M
GOING, AS LONG AS I FEEL I’M
GOING SOMEWHERE”**

Shelly, 42





POSITIVE

INVITATIONAL

EMPOWERING

 A large, white, stylized logo of an eagle with its wings spread wide, positioned to the left of the text.

FIND YOUR MOMENTUM



FIND YOUR MOMENTUM

In this approach we inspire the world to realise that momentum can transform any moment in life into something beyond what you may have imagined.



AM IT,
MOMENTUM
ELISES IT

MOMENTUM
S





Welcome Everyone.

As you know, the pace of change in the World may be increasing. But so is ours.

We now have more tools, more knowledge, more forward-thinking excellence at our disposal than ever before.

And these positive changes are creating momentum for us.

Which can help transform dreams into reality. Hopes into action. And Acorns into mighty oaks.

We grow momentum for others by sharing what we are with our customers, investors and business partners.

Guiding, nudging and pushing them ever-forwards.

Helping them locate their dreams big and small.

Which are unique and personal to them.

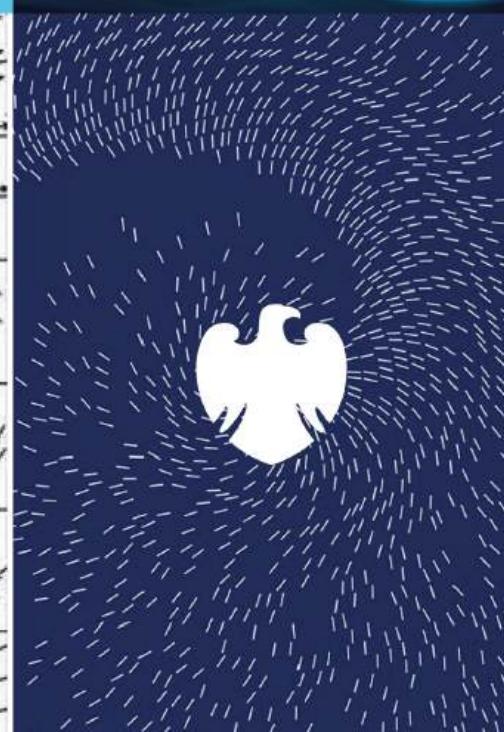
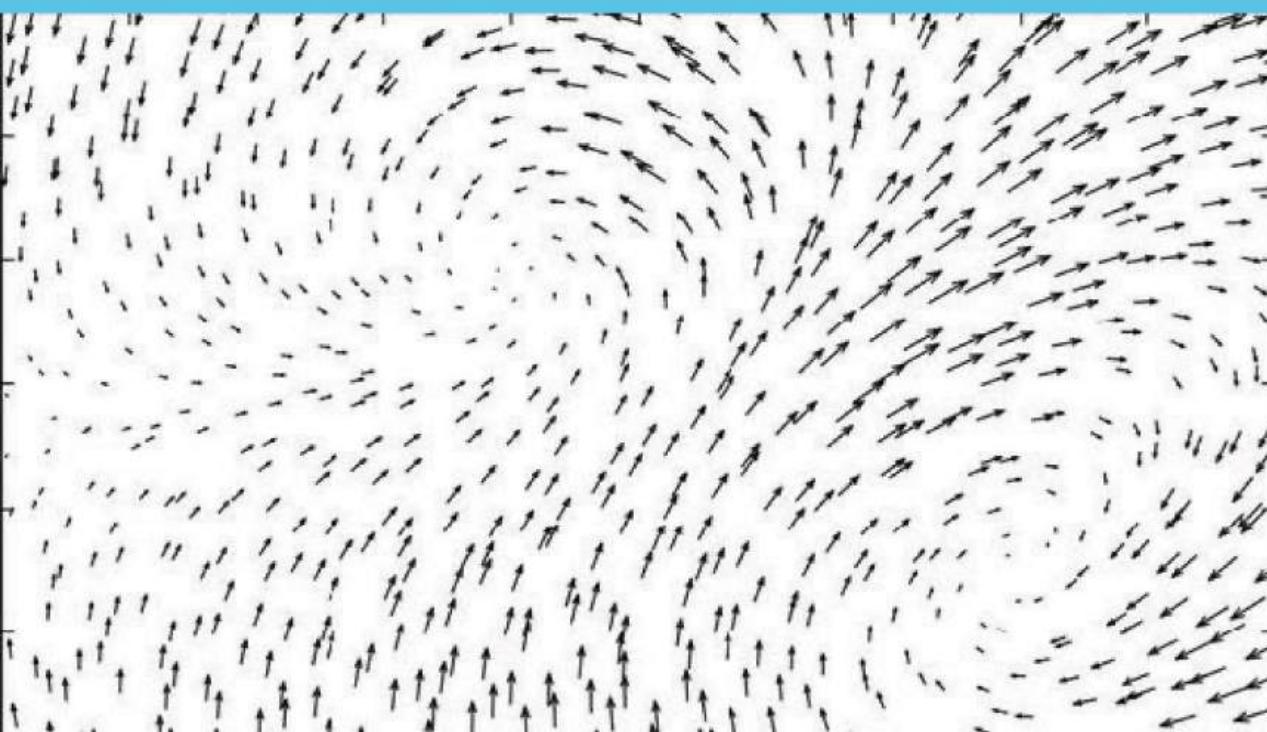
And building communities of shared goals.

And we will continue to do build our own momentum as a company so that we can help people find their own momentum in their lives.

And to begin I want to invite all of you to share ways you feel you can find your momentum.

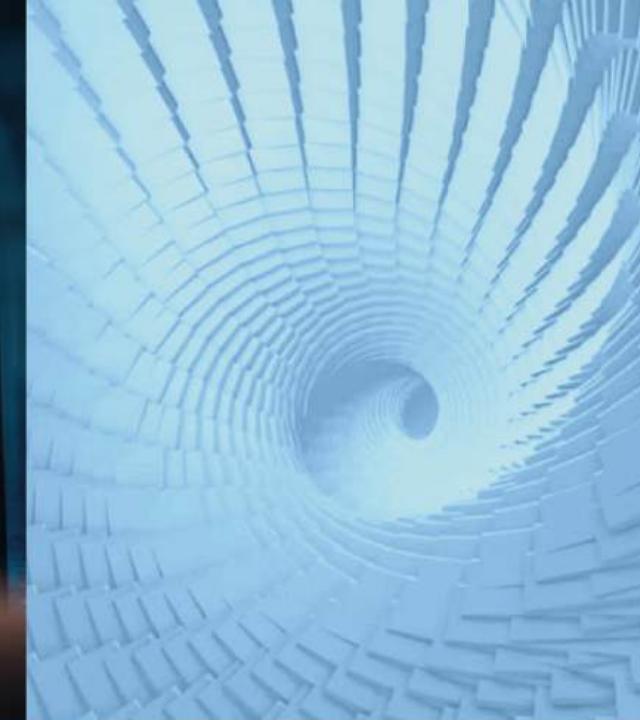


BARCLAYS



POWERING YOU





TEXT
INCREASES
IN WEIGHT
TO TALK
ABOUT
SUCCESS

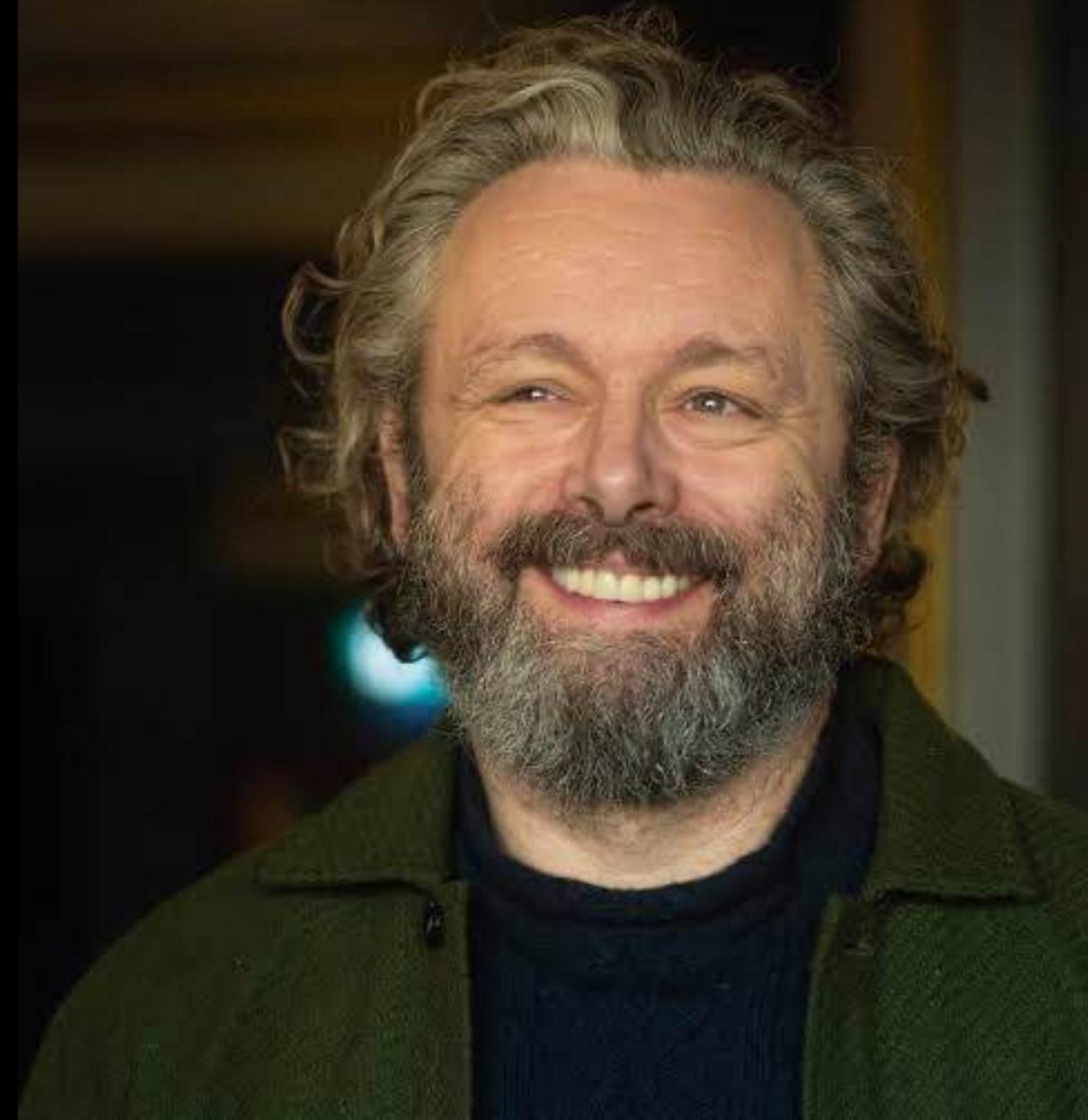




OUR TONE IS STRAIGHT-TALKING & INSPIRATIONAL.

Think of the experienced,
charmingly authoritative and
irrefutably wise thoughts of

Michael Sheen.



AV



YOU
DREAM IT,
MOMENTUM
REALISES IT



FIND YOUR MOMENTUM
BARCLAYS

THE WORLD IN YOUR HANDS

Expert-backed. Tech powered.
Our app is your complete financial hub.

FIND YOUR MOMENTUM
 BARCLAYS





IF IT MEANS
THE WORLD
TO YOU,
IT MEANS
THE WORLD
TO US

Mortgage Boost helps
you borrow more with less
upfront— bringing
homeownership closer, faster.

FIND YOUR MOMENTUM
 BARCLAYS



WE'LL
HELP YOU
DO NOTHING,
FASTER

Our Investment Saver Tool
and AI insights automate
your savings—so you
reach your goals without
lifting a finger.

FIND YOUR MOMENTUM
 BARCLAYS

IPOMG

Personal expertise. Relevant experience.
Momentum that scales you.

FIND YOUR MOMENTUM
 BARCLAYS





FIND YOUR MOMENTUM

 BARCLAYS



>Delete Archive Report Move Flag Mark as Unread Sync ...

Barclays <barclays@emails.barclays.co.uk> Today at 14:14

To: Kelly Sands

B

BARCLAYS | Premier Banking

WE'LL
HELP YOU
DO NOTHING,
FASTER

Our Investment Saver Tool
and AI insights automate
your savings—so you
reach your goals without
lifting a finger.

FIND YOUR MOMENTUM
BARCLAYS



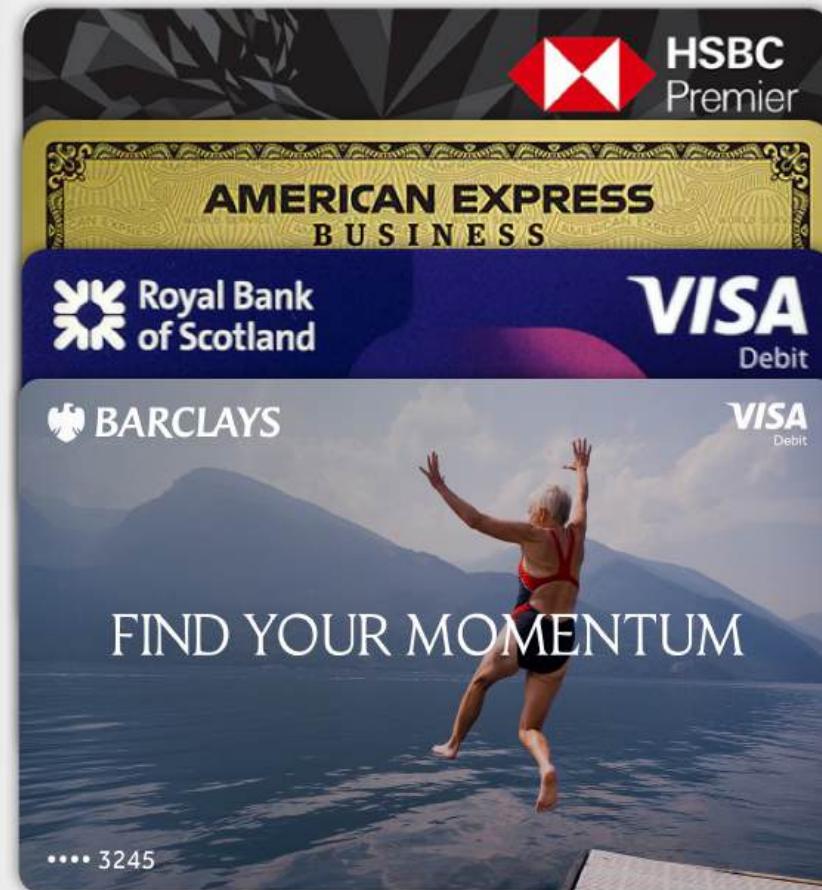
Hello Kelly

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ut condimentum felis,

12:08

5G 81

Wallet



FTSE 100 **+0.72%**

S&P 500 **+0.01%**

Euro/Dollar **-0.06%**

Pound/Dollar **-0.08%**

Brent Crude Oil **+0.40%**

10 Year US Gov **-2.43%**

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Nvidia

Nvidia revenues jump almost 80% on booming AI chip sales

CEO Jensen Huang says demand remained strong despite worries China's DeepSeek could stymie growth

3 HOURS AGO

Lex. Nvidia passes its quarterly future-shock stress test

NEW 27 MINUTES AGO



BUSINESS

Barclays launch campaign to inject positive momentum into banking

UK foreign policy



“ The Tories discover that Britain is located in Europe



Janan Ganesh

DeepSeek spreads across China with Beijing's backing

NEW 29 MINUTES AGO

TOP STORIES



Cryptocurrencies



US-UK relations



Data protection



Media



ALT LINES

- ▶ FULL LIFE AHEAD
- ▶ UNSTOPPABLE YOU
- ▶ LIFE CHANGING BANKING



ROUTE 2



**“I WANT A BANK TO KNOW
MORE THAN ME. I WANT IT TO
BE ABLE TO PREPARE MY
FUTURE”**

Dan, 31





HUMAN

INVITATIONAL

INTRIGUING



**WELCOME TO
FORWARD BANKING**





Welcome forward

In this approach we highlight that if you move forward through your life with a combination of optimism and financial expertise, an elevated world of opportunity will open up for you.





Hello Everyone.

It's a beautiful thought.

From the moment we are conceived, we are all given an energy.

We were born to move forward.

Unlimited. Unstoppable. Irrepressible.

Forward is growth. Forward is progress. Forward is comfort.

Forward is human.

But to be human is also to question, to doubt, and sometimes we lose our forward.

And at Barclays we're here to help fellow humans find purpose.

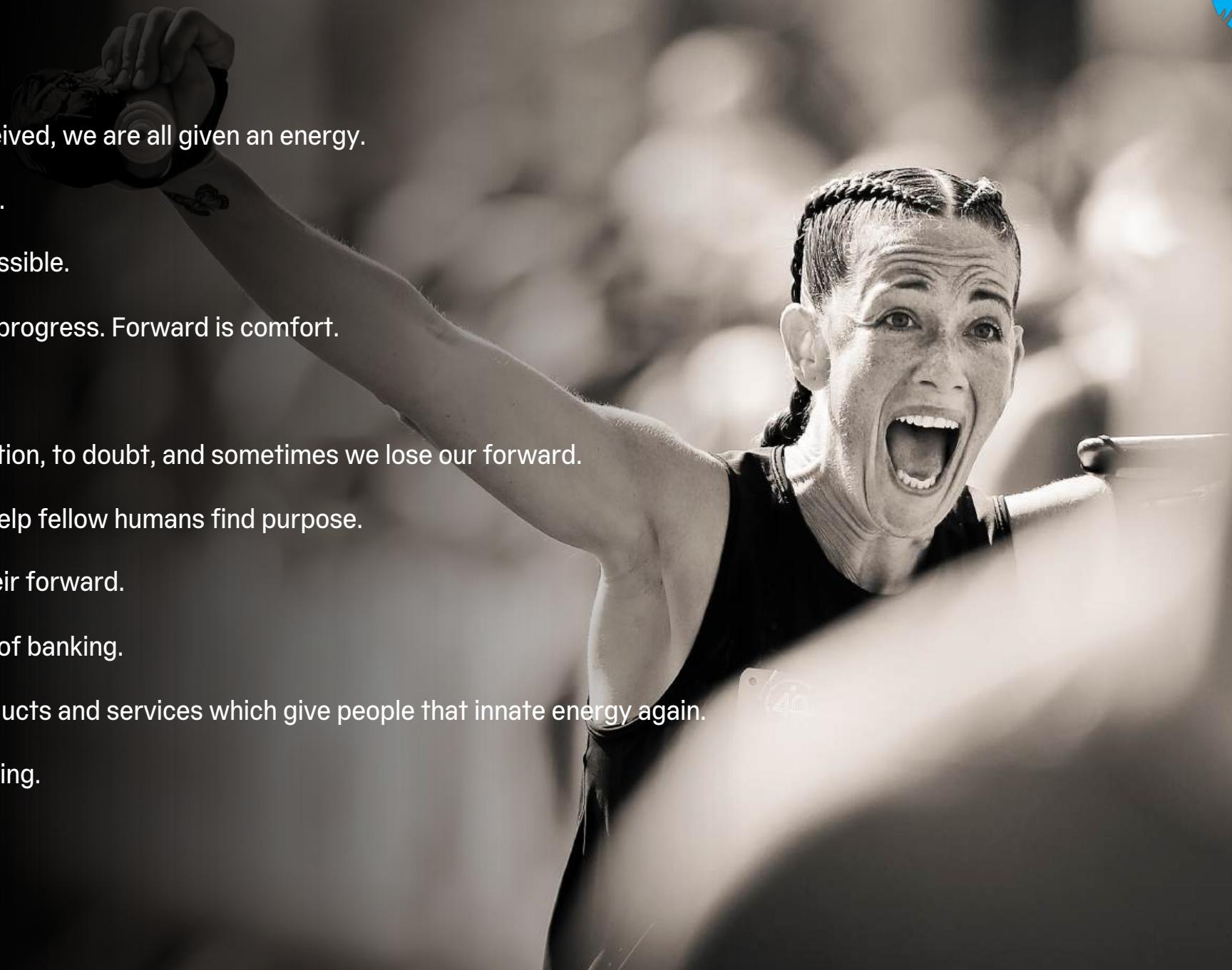
To find drive. And to re-find their forward.

With a new human centric way of banking.

Where we strive to deliver products and services which give people that innate energy again.

And forward is a wonderful feeling.

Barclays. Welcome Forward.



THAT
FORWARD
FEELING



WELCOME FORWARD



THAT
FEELING



FORWARD

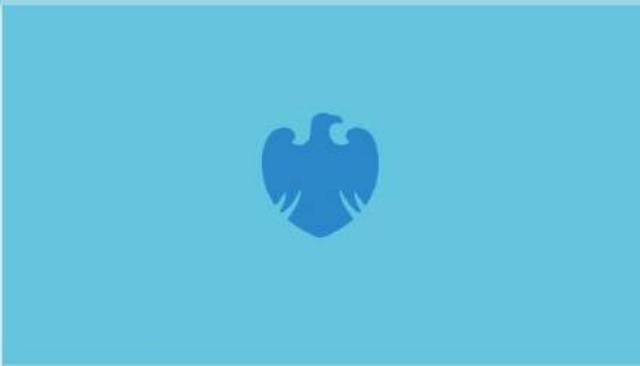
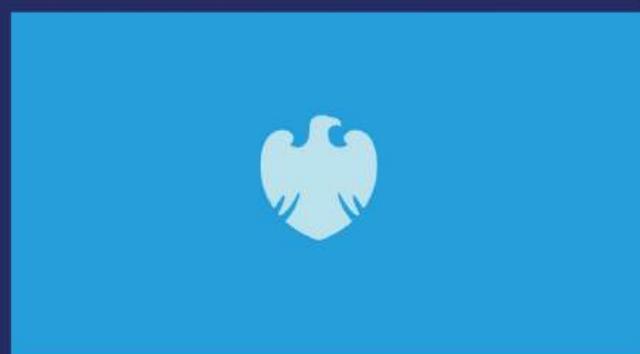


primesight power

BARCLAYS



THIS IS FOR EVERYONE!
THIS IS FOR EVERYONE!
THIS IS FOR EVERYONE!
THIS IS FOR EVERYONE!





Welcome forward





OUR TONE IS OPTIMISTIC, INCLUSIVE, INQUISITIVE & TRUSTWORTHY.

Think the much-loved warmth
and wonder of 'The Dude' himself,
Jeff Bridges.



AV





Is wanting to withdraw
cash without needing
a card too forward?

No. No it isn't.

 **BARCLAYS**
Welcome forward

If wanting a better
mortgage faster
is too forward,
then maybe other
banks are just
too backwards.



 **BARCLAYS**
Welcome forward



Sorry, but expecting
fast capital isn't
being too forward.
It's business.

 **BARCLAYS**
Welcome forward



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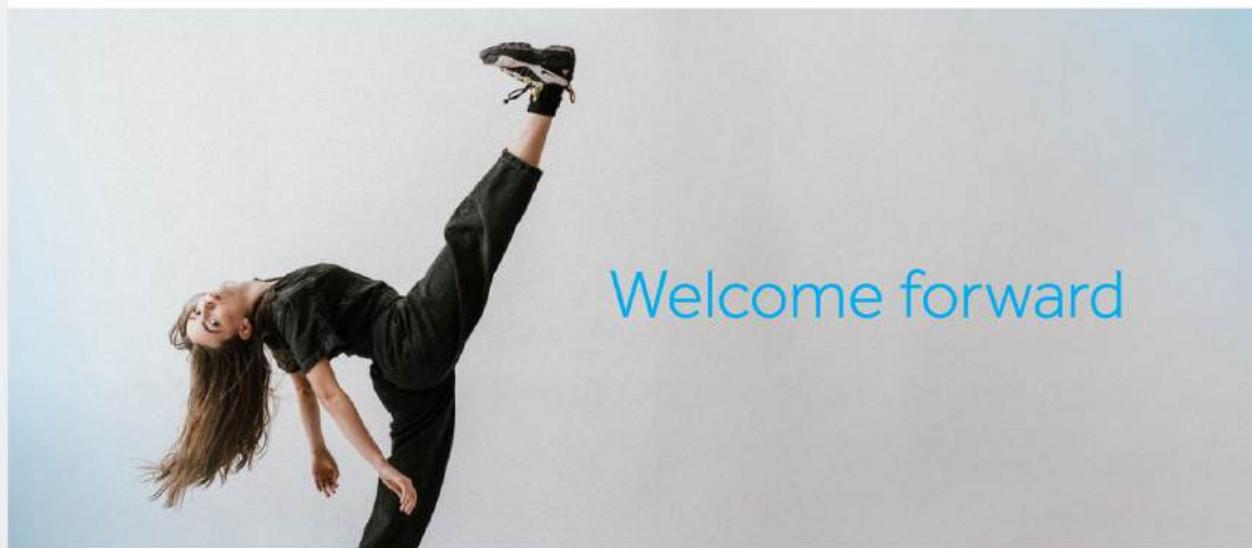
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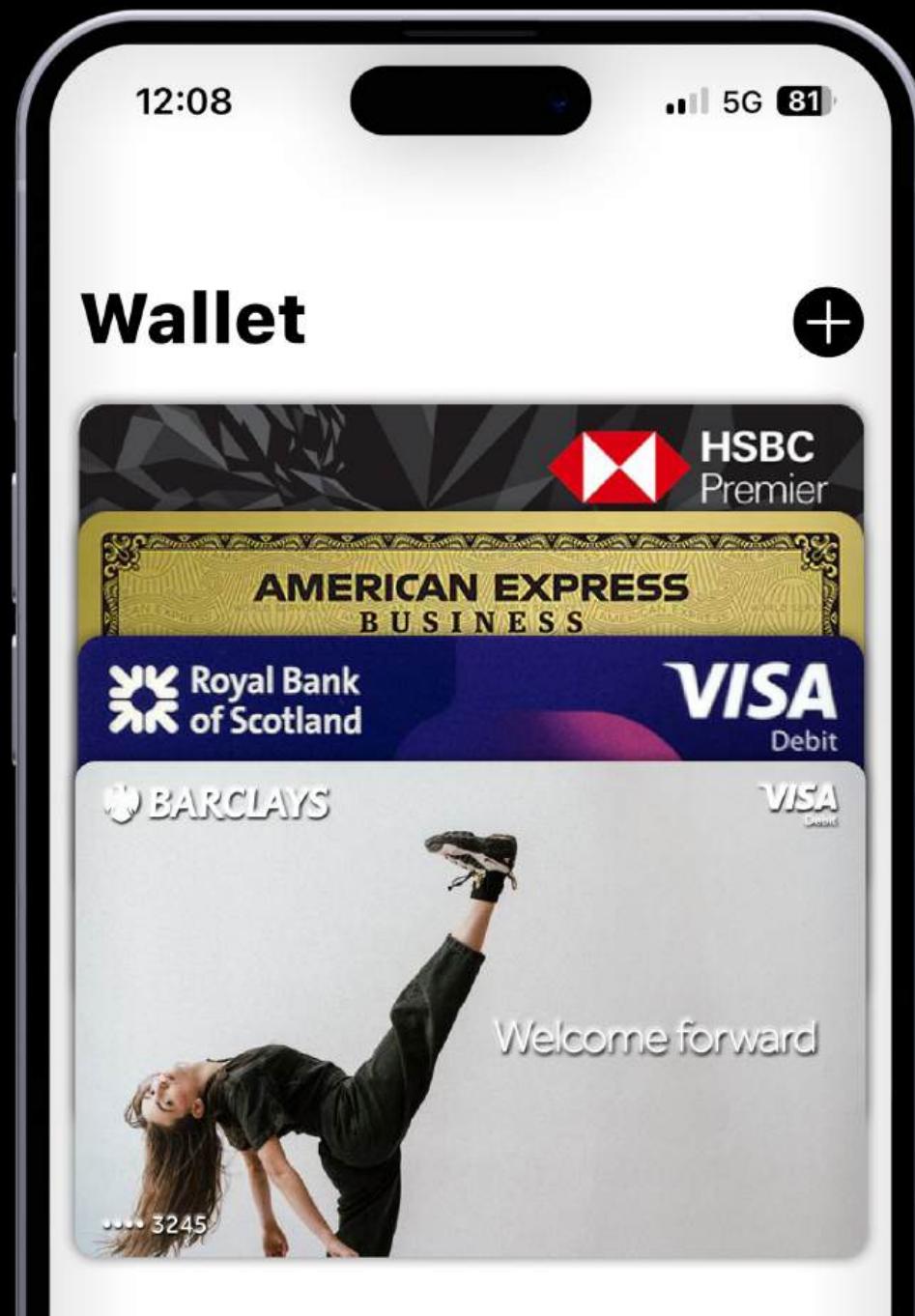
Today at 14:14

To: Kelly Sands



Hello Kelly

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FTSE 100 +0.72%

S&P 500 +0.01%

Euro/Dollar -0.06%

Pound/Dollar -0.08%

Brent Crude Oil +0.40%

10 Year US Gov -2.43%

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Nvidia

Nvidia revenues jump almost 80% on booming AI chip sales

CEO Jensen Huang says demand remained strong despite worries China's DeepSeek could stymie growth

3 HOURS AGO

» Lex. Nvidia passes its quarterly future-shock stress test

• NEW 27 MINUTES AGO



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Barclays new drive to get the country moving forward again

UK foreign policy



» The Tories discover that Britain is located in Europe



Janan Ganesh

DeepSeek spreads across China with Beijing's backing

• NEW 29 MINUTES AGO

TOP STORIES



Cryptocurrencies



US-UK relations



Data protection



Media



ALT LINES

- ▶ FORWARD WE GO
- ▶ FORWARD DOING
- ▶ MORE FORWARD PLEASE



ROUTE 3



**“TO BE HUMAN, IS TO WANT TO
MOVE. STASIS IS THE BIGGEST
ENEMY OF MOMENTUM.”**

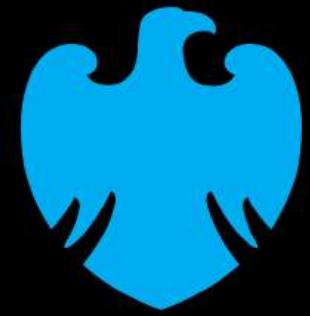
Kelly, 48



ENERGISING

AFFIRMATIVE

CONFIDENT



NOW WE'RE MOVING



NOW WE'RE MOVING

In this approach we humanise the brand by reminding the world that money is merely a token that facilitates us emotional creatures to move forward



BARCLAYS  NOW WE'RE MOVING

FIND
YOUR PATH
WE'LL HELP YOU PAVE IT

BARCLAYS  NOW WE'RE MOVING

WHATEVER MAKES
YOUR HEART SOAR

BARCLAYS  NOW WE'RE MOVING

Buy abroad
worry free
with Barclaycard
purchase protection



Welcome everyone. I'd like to introduce a belief of mine.

Money is simply currency for humanity to move forwards.

Feeding desires, calming fears, and nurturing families.

Growing confidence, building belief and facilitating the most incredible experiences imaginable.

Money inspires dreams to be hunted down and realised.

Making hearts beat strong and long.

And we target our expertise to help people get a sense of movement and momentum in their lives.

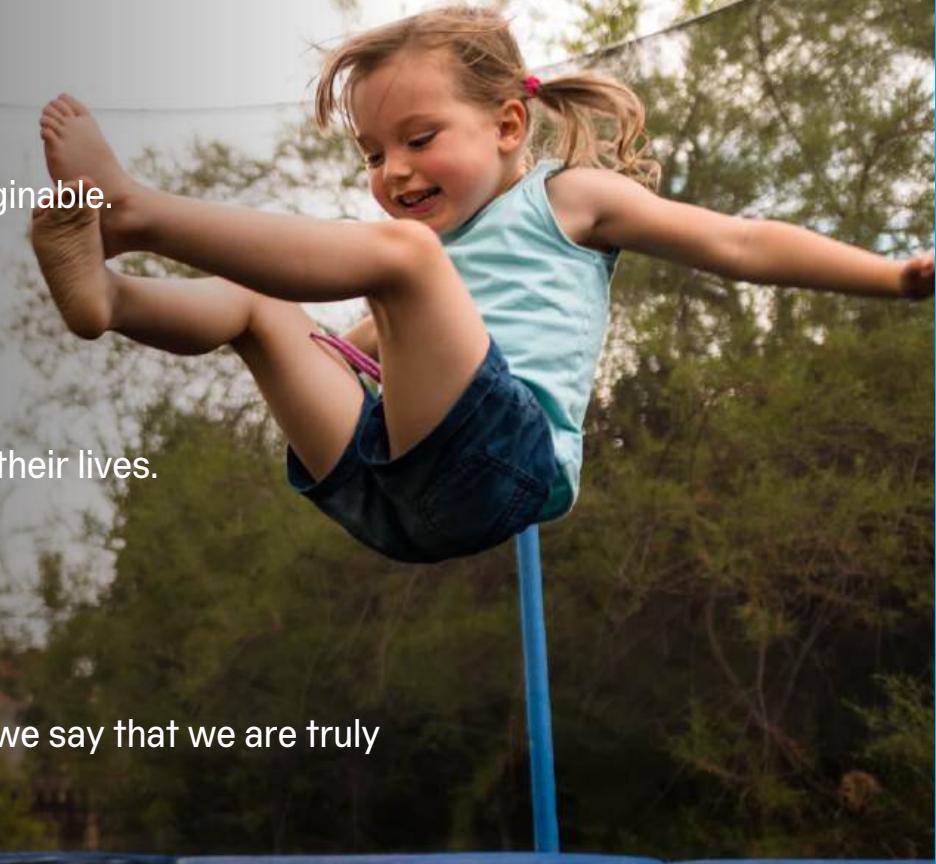
We never stop looking beyond the zeros and ones.

To see the real, living, breathing figures that we're here to help progress.

Because, only when our customers, partners and investors feel like they're moving, can we say that we are truly moving.

And with our new brand platform in place, I can confidently say.

Now we're moving



BARCLAYS

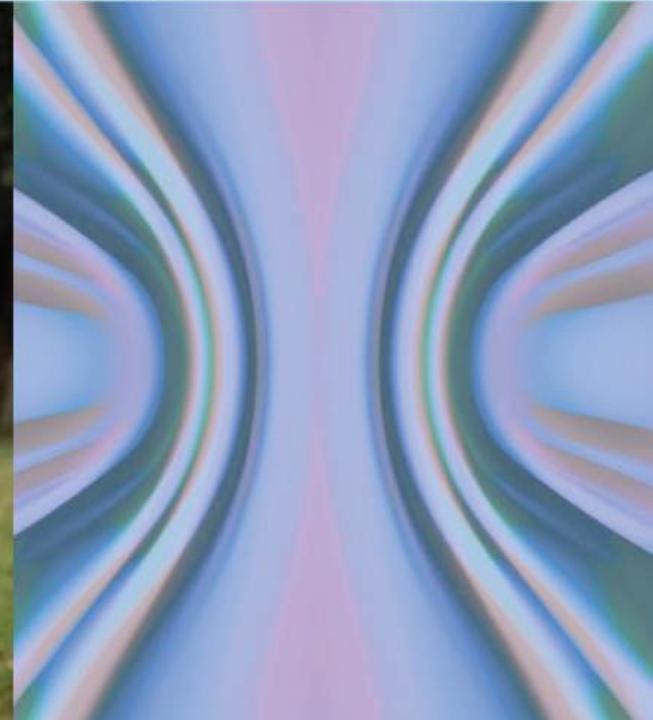


WE'RE

MOVING



NOWMOVE





OUR TONE IS HUMAN, RELATABLE, & MOTIVATING.

Think of the optimistic,
adventurous and
relatable spirit of
[Romesh Ranganathan](#).



AV



A man and a woman are sitting at a round wooden table in a dimly lit restaurant. The woman, wearing a yellow hoodie, is pointing her finger at the man's face. They are both looking at a small dessert on a plate between them. The table is set with two white cups and saucers, a small bottle, and a lit candle. The background is a green wall.

MONEY IS AN *EMOTIONAL CURRENCY*

BARCLAYS  NOW WE'RE MOVING



**FIND
YOUR PATH
WE'LL HELP YOU PAVE IT**

BARCLAYS  **NOW WE'RE MOVING**



DON'T FEAR CHANGE

Our sector specific experts will help you navigate uncertainty in your category.

BARCLAYS  NOW WE'RE MOVING



IT'S A *LONG* WAY FROM
KITCHEN TABLE TO PLC

BARCLAYS  NOW WE'RE MOVING



AI-POWERED JOY

Our investment
saver tool helps
you hit your goals
more easily.

BARCLAYS  NOW WE'RE MOVING



WHATEVER YOUR RACE **RUN IT**

BARCLAYS  NOW WE'RE MOVING

A woman with long dark hair is laughing heartily, her head tilted back and eyes closed. She is lying in a field of green grass and purple flowers. Her right arm is raised, with her hand resting on her head. The scene is bright and sunny, suggesting a carefree and joyful moment.

WHATEVER MAKES YOUR HEART SOAR

Buy abroad
worry free
with Barclaycard
purchase
protection

BARCLAYS  NOW WE'RE MOVING

A person is swimming in the ocean, with their head above water and arms extended forward. The water is a deep blue, and the sky is a warm orange and yellow from a setting sun. The overall mood is peaceful and inspiring.

FIND OUT WHAT'S BEYOND
YOUR WILDEST DREAMS

BARCLAYS  NOW WE'RE MOVING



LOVE IS SOMETIMES PAIN

Get rewarded for what you love, with Barclays partnership cards.

BARCLAYS  NOW WE'RE MOVING



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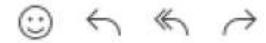
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Today at 14:14

To: Kelly Sands



Hello Kelly

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12:08

5G 81

Wallet



FTSE 100 +0.72%

S&P 500 +0.01%

Euro/Dollar -0.06%

Pound/Dollar -0.08%

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Data protection



Media



ALT LINES

- ▶ **READY FOR ANYTHING**
- ▶ **WE MOVE MORE THAN MONEY**
- ▶ **THE BANK BEHIND**



ROUTE 4



**“WHEN A FEW THINGS LOCK
INTO PLACE, I FEEL LIKE
ANYTHING IS POSSIBLE.”**

Dave, 24





INCLUSIVE

ENERGETIC

EXCITING

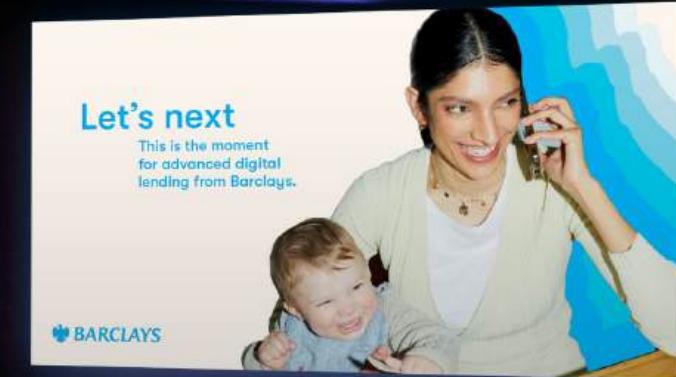


 BARCLAYS Let's next



BARCLAYS Let's next

In this approach we'll wake audiences up to the amazing outcomes of taking control of your finances and seizing the momentum thanks to Barclays. Bringing our innovative and transformative solutions to the fore in a joyously urgent and playful way.





Welcome Everyone.

I'd like to introduce our new global platform.

Let's Next is a mindset. A declaration. A commitment.

A confidence in what's to come.

For over 300 years, Barclays has been a forward-looking institution—
driven by a mission to help its customers, clients, and communities
realise their aspirations.

Never resting on our laurels.

Bold, purposeful, and always thinking ahead.

Restless, innovative and leading.

Embrace the energy of the moment, create boundless momentum.

The future isn't something we wait for.

It's something we create.

Let's Next.

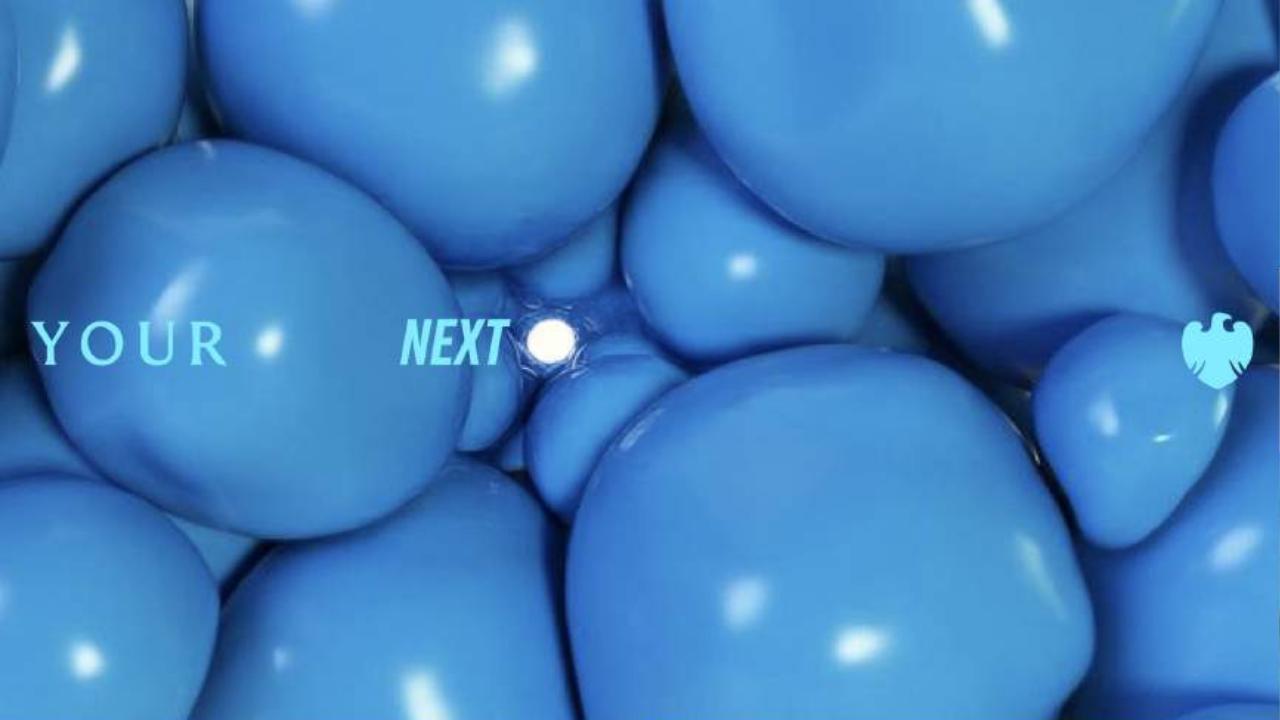


BARCLAYS



LET'S
NEXT



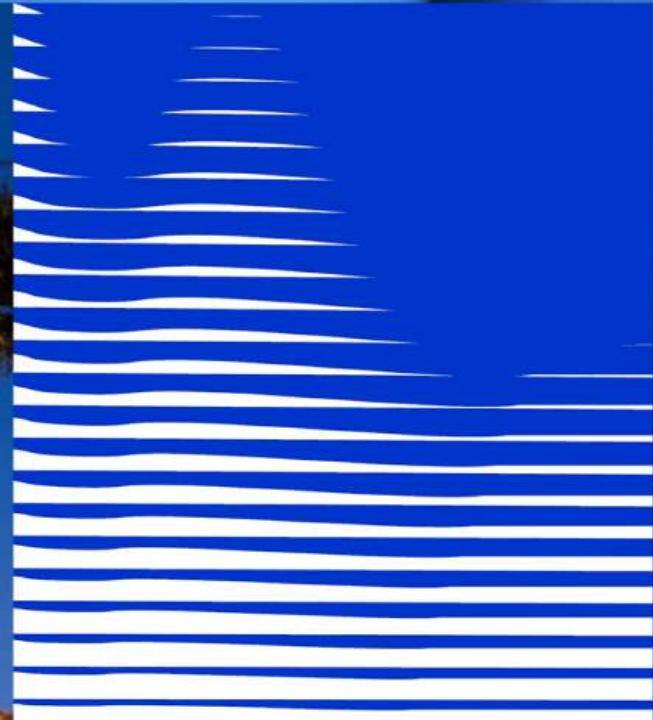


YOUR • **NEXT** •



• **LET'S**

NEXT •



Barclays



OUR TONE POSITIVE, EXCITED, INFECTIONIUSLY OPTIMISTIC.

Think the ever-buoyant voice of
Catastrophe and Deadpool's
Rob Delaney.

Or the cheeky playfulness of
Phoebe Waller Bridge.







Just realised you
need to buy a home,
like yesterday?

This is the moment for
Mortgage Boost from Barclays.

 **BARCLAYS**
Let's next



So you left your
wallet at home,
but the pop-up
only takes cash?

This is the moment for cardless
ATM withdrawals from Barclays.

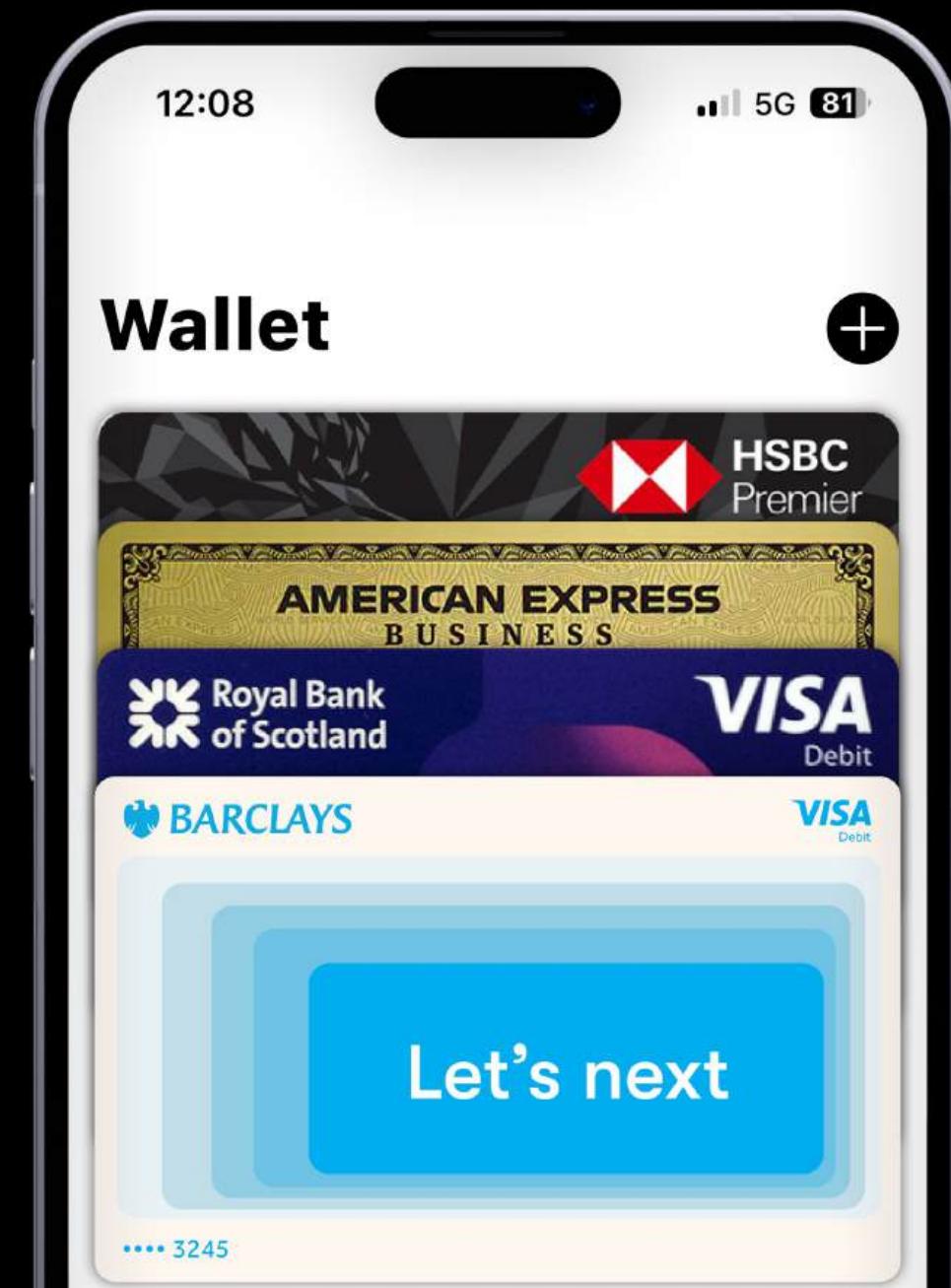
 **BARCLAYS**
Let's next



Ok, you need to raise
a lot of money before
you can actually
start making money?

This is the moment for advanced
digital lending from Barclays.

 **BARCLAYS**
Let's next





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Today at 14:14

To: Kelly Sands



Let's next

Hello Kelly

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ut condimentum felis, sed bibendum lorem. Vivamus convallis sollicitudin felis, ac dignissim velit bibendum ac.

FTSE 100 +0.72%

S&P 500 +0.01%

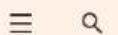
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Pound/Dollar -0.08%

Brent Crude Oil +0.40%

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ALT LINES

- ▶ **FOR WHAT'S NEXT**
- ▶ **NEXT STEP BANKING**
- ▶ **THE NEXT STEP**



M+C SAATCHI GROUP



THANK
YOU

