

M+C SAATCHI GROUP +  BARCLAYS

UK CHEMISTRY MEETING 27.01.25

**WE ARE THE WORLD'S
LARGEST INDEPENDENT
CREATIVE NETWORK**

Entertainment



Financial Services



JPMORGAN
CHASE & CO.

Tech



CPG



Travel & Hospitality



Global and Social



**+ ONE TEAM TO UNIFY
THE BARCLAYS BRAND**

UNIFIED GLOBAL LEADERSHIP TEAM FOR BARCLAYS

EXECUTIVE LEADERSHIP



Nadja Bellan-White
US Group CEO

Jo Bacon
UK Group CEO

CREATIVE LEADERSHIP



Stevie Archer
US CCO

Rob Doubal
Global CCO

Laurence Thomson
Global CCO

STRATEGIC LEADERSHIP



Alan Snitow
US Strategy Lead

Sarah Clark
Global Strategy Lead

Tim Duffy
Brand Strategy

MEET YOUR UK TEAM



Jo Bacon
UK Group CEO

Jo is a highly experienced, commercially driven, strategic and creatively ambitious marketer. Prior to being appointed Group CEO of M&C Saatchi UK, Jo was Global Client Lead at WPP, overseeing the company's flagship Unilever account across all global master brands, PR, social and influencer. She transformed the Dove brand, taking it to be the most creatively awarded client ever. Jo was also Global WPP Lead for all agency teams for IAG Airlines Group, launching Avios Loyalty globally and responsible for the BA 100 Anniversary and BA Brand campaign launched in 2019.

Prior to WPP, Jo was global client lead for Visa Globally, delivering marketing campaigns across customer engagement, Media, PR and social content.



Rob Doubal and Laurence Thomson
Global CCOs

Rob & Laurence (Lolly) spearhead creativity across the Group. Prior to joining M&C Saatchi, Rob & Lolly elevated McCann London from an unranked outlier to the No.1 UK Creative Agency; helping them secure Most Creatively Effective Agency network for an 8th consecutive year in the Effie Effectiveness Index; and winning 1100+ awards from all the major international shows and 150+ Cannes Lions including Titanium & several Grand Prix.



Always pushing the envelope, they are proud creators of work that moves culture, grows brand and delivers impact. In helping the world's best marketers forge places of interest for their products, they've left an indelible mark for the likes of TSB, creating the brand platform 'Life Made More', Mastercard launching 'Where to Settle' platform to connect refugees with housing and job opportunities across Poland as well as L'Oréal, Ikea, and Microsoft with some of the most multi-award winning, and globally recognised campaigns.



Sarah Clark
Global Strategy Lead

She helped to transform RNIB from charity for blind and partially sighted to global accessible design leader - with the world's first blind pregnancy test and the most accessible brand world ever created in partnership with the BPS community.

Most recently she was the strategic author of the NatWest Group's 'Tomorrow Begins Today' platform and has helped to land it throughout the organisation - in experience, comms, TEAM GB Partnerships and beyond.

MEET YOUR UK TEAM

**Gemma Knox**

UK Group Managing Director

Gemma is a marketing leader with 19+ years of experience, specializing in integrated, global brand campaigns. She blends creativity and purpose to align cultural impact with commercial success. Gemma has led initiatives for financial services brands like eToro and UBS, as well as iconic names such as PlayStation, Pandora, Nike, and the UN.

**Ross Watson**Global Managing Partner
Sports & Entertainment

Ross has been with the business for 11 years, leading on key sport clients including Barclays, adidas, Coca-Cola, Heineken and Kia.

Ross has a wide knowledge of the sport and sponsorship industry activating major global campaigns including UEFA EURO 2020, UEFA Champions League, Premier League, 2018 FIFA World Cup and London 2012 Olympic Games.

Ross currently leads the Sport team in London as well as the Sport & Entertainment offices in Amsterdam and the UAE.

**Hannah Liu-Sherman**

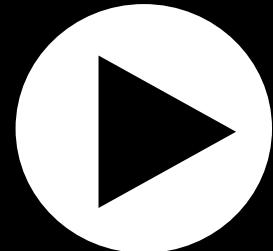
Global Client Lead

Hannah is a global client lead with extensive financial services experience. At Saatchi & Saatchi, she spent six years leading HSBC's globally integrated campaigns, including the relaunch of HSBC Premier and the Top Tier 'Jade' brand. She also managed sponsorships for Wimbledon, Rugby 7s, and the PGA Tour.

More recently, Hannah delivered luxury brand experiences for HNWIs at Quintessentially, partnering with brands like LVMH, Mastercard, and BMW. She also has experience working with regulated businesses, including campaigns for the Department of Education and NHS.

OUR BROAD FINANCIAL EXPERIENCE





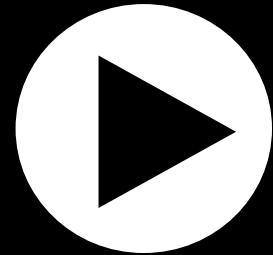
FINANCIAL SERVICES FILM



**CULTURAL POWER
IS A BRAND'S MOST
IMPORTANT CURRENCY**

SO THAT'S WHAT
WE **CREATE**,
FOR OUR CLIENTS
AROUND THE GLOBE





CULTURAL POWER FILM

CULTURAL



Harnessing cultural power is key to elevating and growing a brand, organisation or individual.

POWER



CULTURAL POWER IS A BUSINESS DRIVER THAT UNLOCKS VALUABLE COMMERCIAL AND BEHAVIOURAL OUTCOMES

+ 200BN 

Decline in the value of the top 100 global brands in 2024, the first fall in 25 years - Interbrand

+ 53%

Marketing that earns conversation is 53% more likely to create very large business effects in terms of sales, share, profit - IPA

+ 25%

Culturally resonant brands grow 25% more than their competitors - WARC

+ 2.6X

Marketing that earns conversation is 2.6x more likely to achieve very large profit growth - IPA

+ 6X

Brands with a high level of cultural relevance grow 6x more than brands with a low level - Kantar

BRUTAL SIMPLICITY OF THOUGHT

It's easier to complicate than simplify.

Simple ideas enter the brain quickly
and stay there longer.

Brutal simplicity of thought therefore
is a painful necessity.

DIVERSITY OF THOUGHT

Similar people think similar thoughts.

Diversity of people creates
diversity of thought.

Therefore, Diversity of Thought
is a creative necessity.

AGILE BESPOKE INTEGRATED APPROACH

PARTNERSHIP AND COMMUNITY MARKETING

Activate co-branded campaigns and develop innovative strategies that promote services and drive local impact.

INTEGRATED BRAND STRATEGY

Streamline communications as a single lead agency, ensuring consistent messaging and eliminating inefficiencies.

CREATIVE CONTENT

Deliver industry-leading, high-return campaigns aligned with Barclays' brand strategy.

AUDIENCE-FIRST CHANNEL PLANNING

Leverage data analytics to understand and engage Barclays' 40M+ customers (UK & US) and tailor channel strategies for a cohesive, global brand narrative.

SOCIAL + CULTURAL FORCES

Align marketing with cultural trends to amplify partnerships (e.g., FA, LTA) and strengthen brand relevance through community-focused initiatives.



ONE BARCLAYS TEAM ...

**DATA ANALYSTS, BEHAVIOUR SCIENTISTS, STORYTELLERS,
BUSINESS CONSULTANTS, BRAND PLATFORM CREATORS, BRAND
STRATEGISTS, CONCEPTUAL THINKERS, CLIENT PARTNERS, IDEA
GENERATORS, AI STRATEGISTS, FILM MAKERS, ACCOUNT
MANAGERS, PARTNERSHIP MANAGERS, PR SPECIALISTS, BRAND
DESIGNERS AND CONTENT PRODUCERS.**

FROM LONDON TO NEW YORK ...

POWERED BY PROPRIETARY DATA TOOLS

Underpinning our community of strategists, are our proprietary data tools that deliver meaningful change for our clients.

Together, they provide evidence-based insights, enabling data-driven decisions on where and how we would integrate Barclays into culture to drive growth and ROI.

BRAND
DESIRE

PASSION PULSE

**M+C SAATCHI
INTELLIGENCE**

**CULTURAL
POWER INDEX**

CLEAR Fluency >

**CULTURAL
FORCES**

BRAND DESIRE

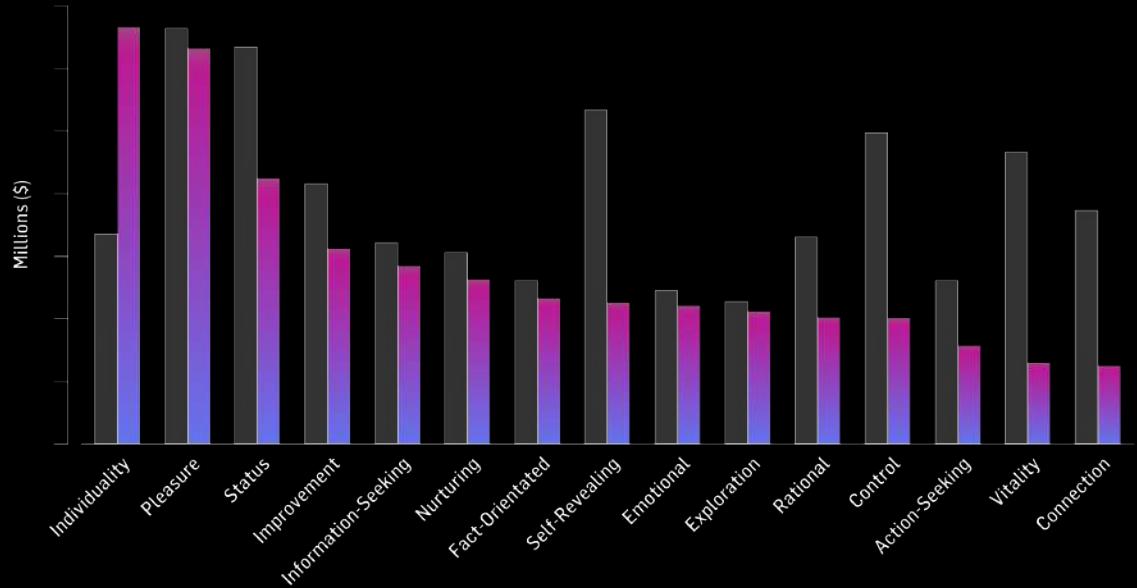
Brand Desire is our breakthrough AI and econometrics tool.

Using ecosystems of data to pinpoint brand perception at immense scale, and cutting-edge comprehension AI to bring meaning, we optimise the brand characteristics that drive ROI. Fast.

We use cutting-edge comprehension AI to score the data against academic JP Heylen's Brand Desire model.

We benchmark competitors to understand what takes each brand unique - and where the white space is.

We use statistical modelling, LLM's and advanced econometrics to pinpoint the brand characteristics with the greatest impact on critical KPIs such as sales, to understand what calibration of the brand and its characteristics can drive the greatest ROI.



M+C SAATCHI INTELLIGENCE ADVANTAGE THROUGH DATA

M+C Saatchi Intelligence uses advanced diagnostics and diverse data from across the journey to pinpoint exactly where to invest to drive business outcomes.

Our sophisticated, breakthrough Experience Mix Modelling tech uses advanced econometrics to deliver high quality foresight that supports targeted and optimised decision-making. It ends the guesswork, driving at quantified, focused, measurable interventions that drive business results.

GWI.

YouGov
BrandIndex

YouGov Profiles

Onclusive

Consumer

SimilarWeb

SEMRUSH

FORRESTER

Web & Search

 **EUROMONITOR
INTERNATIONAL**

 **GlobalData.**

 **MINTEL**

 **IBIS
World**

Markets

 **Brandwatch**

 **CreatorIQ**

 **NETBASE
QUID**

Social

WARC

 **Nielsen**

 **LexisNexis**

 **Meltwater**

Media

 **LS:N**

 **CANVAS8**

 **statista**

Trends

A range of third-party access covering consumer, market, media, search, social and influencer, and trends data curated over 15 years.

PASSION PULSE

Passion Pulse is a proprietary modelling tool that identifies and tracks the popularity and relevance of competing passions.

This enables us to move beyond demographic targeting and identify intersectional interests and communities, where we can engage most impactfully.

KNOW THE AUDIENCE

Understand the evolving relationship your audience has with existing partnerships

GROW THE AUDIENCE

Reach new audience by bringing the brand into new passion sets

ENGAGE THE AUDIENCE

Reboot the channel approach in order to reach the audience where the conversation is actually happening

M+C SAATCHI M&KE UNDERPINNED BY TECH ENABLED PRODUCTION

Our full-service in-house studio, M+C Saatchi M&KE, is fully flexible and geared for multi-speeds ensuring efficient delivery of sustainable production globally.

This approach enables us to provide de-duplication and unification across assets, creating seamless consistency in your messaging and execution.

The scale of our tech enabled production functionality also allows us to work with you on a tailored solution and can be adapted across the different areas of your business in a borderless way.

By leveraging economies of scale through our AI-driven production model, we deliver high-quality, cost-effective assets at volume—helping Barclays to achieve maximum impact while optimising resources.



360 Campaign
Solutions



Technology
Solutions



Events and
Experiential



Always On
Content Creation



Internal Shoot
Production



External Shoot
Management



Digital
Display



Data Tracking
and Analytics
of Channels



End To End
Social Media
Management



Transcreation,
Adapt and
Versioning

IIElevenLabs

cape/

monday.com





**WE HELP BRANDS CHANGE AT
PACE, TRANSFORM AND
EVOLVE, IN ORDER TO
HARNESS CULTURAL POWER**

FROM DELIVERING FOOD TO DELIVERING JOY

As the takeaway market consolidated and with competition dominating the market both in terms of media spend and brand awareness, Just Eat needed a stand-out and clear creative brand platform to drive differentiation.

The brand platform 'Did Somebody Say Just Eat', developed by Rob and Lolly in 2020 and still running today, was about making Just Eat synonymous with takeaway delivery.

It celebrates how Just Eat deliver not only food, but the delight people feel when their favourite takeaway arrives, no matter where in the world they are.



**WE MAKE CHANGE BY
UNDERSTANDING THE FABRIC
OF MODERN BRITAIN BETTER
THAN ANYONE**



RUN

We help run the nation.
Solving the most complex of
governmental challenges with brutal
simplicity and diversity of thought.

THE NATION



Public Health
England

PUBLIC HEALTH



Department
for Education

SKILLS & EDUCATION



PUBLIC INQUIRIES



Office for
National Statistics

CIVIC ENGAGEMENT



Home Office

ONLINE SAFETY



Department for
Business & Trade

TRADE & INVESTMENT



Department
for Work &
Pensions

WORK & BENEFITS



Department for
Energy Security
& Net Zero

ENERGY & NET ZERO



Cabinet Office

DIVERSITY & INCLUSION



National Cyber
Security Centre

CYBER CRIME

More people filling in the census than brush their teeth in the morning

More people calling 111 rather than going straight to A&E

More people having possible cancer symptoms checked

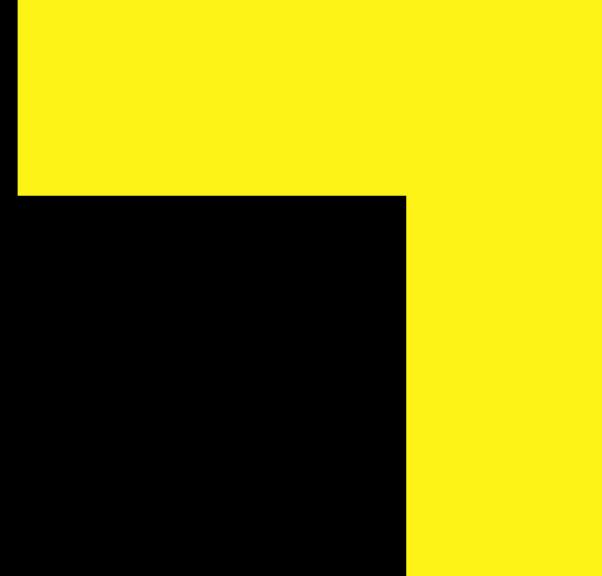
More people returning screening kits

Most recognised government sponsored campaign ever made

More heart attacks being diagnosed earlier

More children with healthier BMIs

More children getting vaccinated against the flu



**UNIFYING THE NATION'S MOST
COMPLEX ORGANISATION
AND DELIVERING ROI THROUGH
RADICAL BEHAVIOUR CHANGE**



UNIFYING ALL SERVICES, CAMPAIGNS AND PROPOSITIONS UNDER **ONE** VIRTUOUS CIRCLE OF HELP



Help is what the
NHS is all about

I can get the help
I need quicker

...and help the
NHS deliver
better

Your
health
matters

Help us
help you

Call
999

Help us
help you

Use 111
online

Help us
help you

Clear on
cancer

Help us
help you

NHS

Help us
help you

Act
FAST

Help us
help you

Mental
health
matters

Help us
help you

Screening
saves
lives

Help us
help you

See your
pharmacist

Help us
help you

RESULTS

+ 600%

Increase in NHS bowel cancer screening website traffic - NHS

+ 42%

Increase in GP referrals for suspected cancer - NHS & Kantar

+ 44%

Increase in people requesting cancer screening kits within 5 weeks of going live - NHS

+ FEAR ▼

reduction in patients admitting fear of cancer would put them off visiting their GP - Kantar

+ 19,800

Projected lives saved by 2028 - Kantar

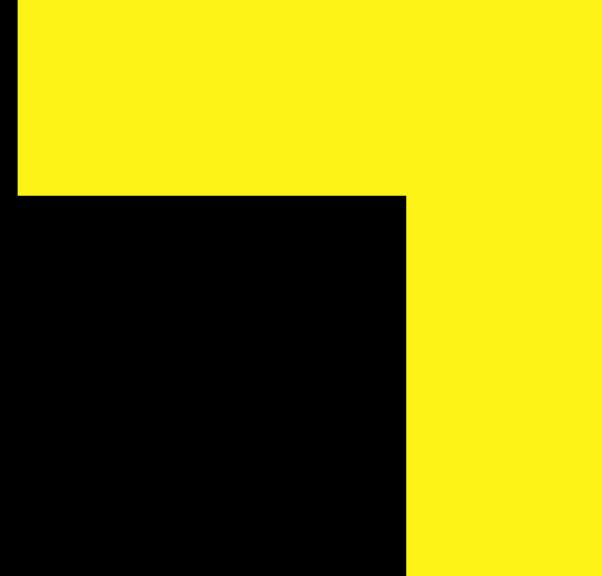
WE CREATED THE GOVERNMENT'S MOST ENDURING BRAND PLATFORM



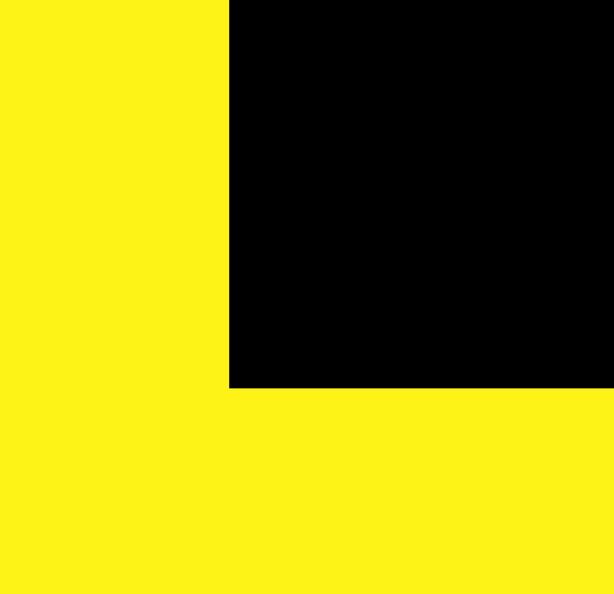
EVERY JOURNEY MATTERS

'The mantra for our organisation, as much guiding a light for staff, as it is a commitment to all our customers. It serves our organisation well, becoming as iconic as Mind the Gap'

Chris Macleod
Customer and Revenue Director TFL



**WE BUILD BESPOKE TEAMS
THAT CREATE AND ACTIVATE,
ORGANISING THOUGHTS TO
TRANSFORM ORGANISATIONS**



**FROM OPERATOR
OF MANY LOTTERIES
TO ENTERTAINMENT BRAND**

A SHIFT AS BIG AS THEIR AMBITION

“To become the #1 brand delivering life-changing entertainment experience .”

“Revolutionise the lottery sector.”

“Global leadership.”

“A highly desired and engaging public-facing brand.”

“Ideas that are ambitious in scale and scope.”





allwyn
play makes
possible

A SINGLE GALVANISING THOUGHT TO DRIVE COMMERCIAL GROWTH AND TRANSFORM THE ORGANISATION

Unify multiple propositions, products and offerings.

Fuel an ecosystem to be activated both globally and locally across 7 markets.

Maximise the value of new and existing activity relating to: CSR, Sponsorships & Cultural Partnership and Responsible Gaming.

Be a springboard to highly salient and engaging creative activity across all touchpoints.

Pave the way for future innovation.

THE RIGHT TONAL FLEX

B2C

When appropriate, we can be:

Light-hearted
Entertaining
Engaging

B2B

We are always:

Warm & Friendly
Inclusive & Accessible
Dynamic & Energetic
Generous
Ambitious

B2G

When appropriate, we can be:

Serious
Responsible
Reassuring

PLAY MAKES POSSIBLE

PARTNERSHIP MAKES POSSIBLE



Running for those that can't



× allwyn

Play makes mobility possible

The Gender Play Gap



Play makes equality possible



× allwyn

Play makes new narratives possible

**WE CREATE ENDURING
BRAND PLATFORMS
THAT COME TO LIFE
IN PARTNERSHIPS**

**A GLOBAL PLATFORM
WITH BROAD APPEAL
TO FUTURE-PROOF THE
BRAND**



BALLANTINES STAY TRUE



Ballantine's needed a global platform to future-proof the brand by welcoming the next generation of drinkers but not isolating the core and loyal customers.

They also needed the platform idea to have longevity and the flexibility to evolve and stretch into new product, partnerships and customers.

We built a brand platform that embraced a shared attitude: the conviction to know and be yourself

Stay True has been an ever-present part of global youth culture for the last decade.

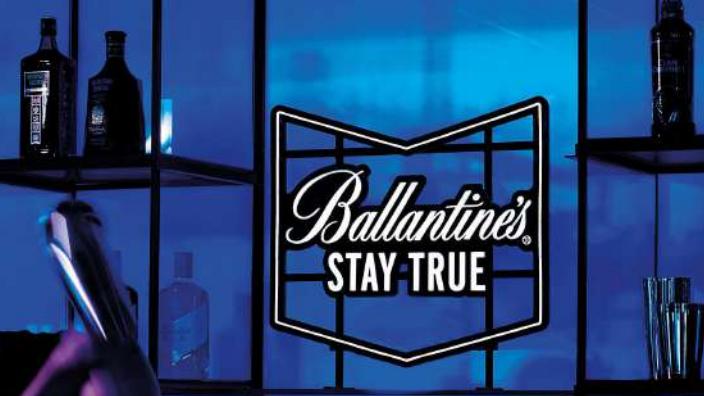
We've collaborated with 1000s of the most credible new music icons bringing local residencies, festivals, limited editions and more, generating a **74%** increase in brand love.

11 YEARS OF STAY TRUE.
A SPIRIT BRAND'S
JOURNEY THROUGH
MUSIC & CULTURE.





11 years of
**STAY
TRUE
ICONS**



WWW.ALCOHOLINFORMATE.ORG

EVITA EL EXCESO

BSA 24300021A190

RESULTS

+ YOY GROWTH

5.9M cases in 2013 ➤ to 9.1M in 2023.

+ TRUE MUSIC

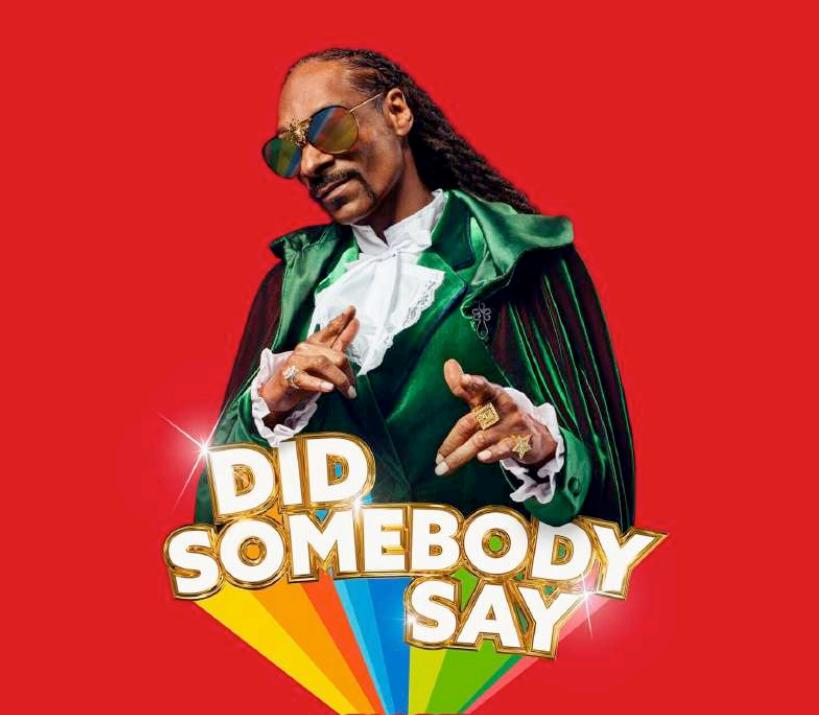
A decade-long, globally acclaimed platform featuring 800+ artists across 32 countries.

+ 9M+ VIEWS

On an online content archive, reinforcing “Stay True” positioning.

+ TRUE MUSIC EVOLVED

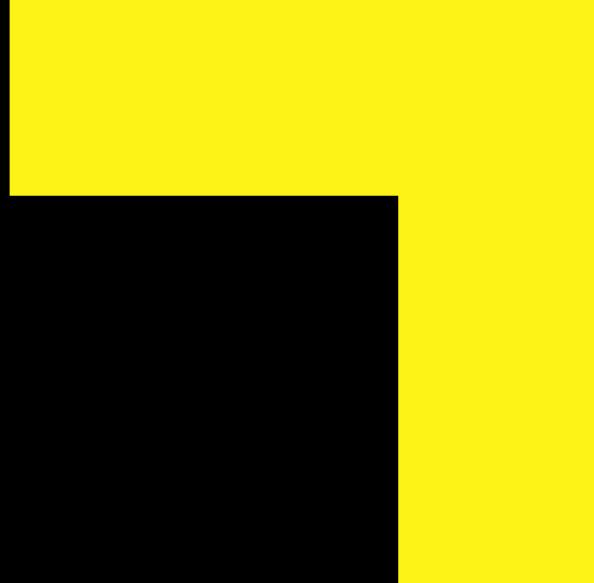
Into a cultural hub, expanding into gaming and e-sports to stay relevant and add value.



NHS

Help us help you





SOME INITIAL PROVOCATIONS...

AN ELEVATED POSITION FOR BARCLAYS

AN ELEVATED POSITION

Simple enough to unify.

Deep enough to flex.

Fundamental enough to endure.

Modern enough to transform.

UK

USA

Many customers

Many colleagues

Many partners

Personal
Banking

Barclaycard

Business
Banking

Private banking &
wealth management

Corporate
Banking

Partner
Cards

Investment
Banking

THE PROCESS TO GET TO AN ELEVATED POSITION

Simple enough to unify
Deep enough to flex
Fundamental enough to endure
Modern enough to transform

CULTURAL
CONTEXT

CONSUMER
NEED

BRAND
OPPORTUNITY

A GROWING CULTURE OF CONFIDENCE DEFINING OUR VOICE WILL MATTER

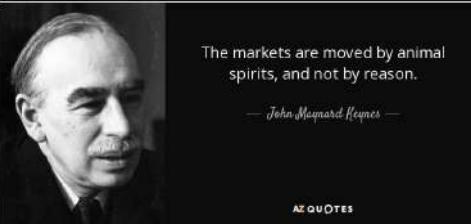


Empathetic Voices
Equity
Nurture to Grow
People Powered
Thoughtfulness

Authoritative Voices
Winning
Compete to Grow
Action Powered
Risk Taking

THE CALL FOR DYNAMIC CHANGE IS ALL AROUND US

OUR ECONOMY



CS VENKATAKRISHNAN

Cut red tape and embrace risk to fire Britain's animal spirits

The chief executive of Barclays sees opportunities in the UK — if only the government talks up its strengths and inspires confidence in the economy

CS Venkatakrishnan

OUR BUSINESSES

FORBES > LEADERSHIP > LEADERSHIP STRATEGY

The Superpower Of Confidence



OUR BEHAVIOURS

About 2.3m Britons hold cryptocurrencies despite warnings of risk

FCA says the digital assets appear to have become more normalised and viewed less as a gamble



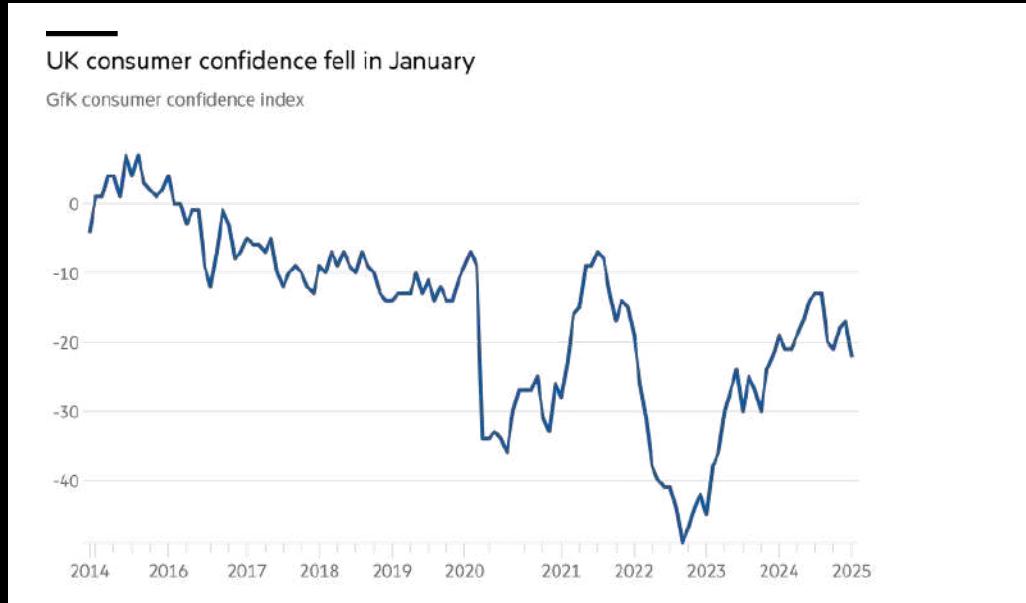
the guardian

Meet the people trying to save enough to retire by 40

Followers of the FIRE - Financial Independence, Retire Early - movement say it's possible to amass enough cash to quit work and follow your dreams in mid-life



THE STATUS QUO IS UNSUSTAINABLE



11%

Think the economy will
improve in 2025

YouGov

1IN3

Brits have low or no
confidence in their
financial abilities*
The Independent

13%

Think their personal financial
situation will improve in 2025

YouGov

45%

Of Brits lack confidence in
their bank or building society

FCA

1IN4

Are stockpiling cash amid distrust in
financial organisations, to maintain
reliable digital services

FCA

19%

Of SME owners are not
confident they will be
operating in 12 months' time

Simply Business

UNDERSTANDING YOUR AUDIENCE

HOW CONFIDENT
DO YOU FEEL
REGARDING YOUR
FINANCIAL FUTURE
RIGHT NOW?



WHAT WOULD
A FINANCIAL
ORGANISATION
THAT HAS
YOUR TOTAL
CONFIDENCE BE
ABLE TO DELIVER?



THEY ARE TIRED OF THE STATUS QUO



'I feel an absolute sense of panic when I think about my financial future. I don't see any way out'

RETAIL

'Just one look at where we are compared to the rest of Europe is shows that we're behind the majority of them.'

BUSINESS

THEY WANT TO BE ON THE FRONT FOOT



'I want them to be more proactive about their innovations finance, online and in technology and I want to be introduced to it better'

HIGH NET WORTH

'Tell me about what's coming next financially, and what I should be thinking about next'

BUSINESS

THEY WANT TO FEEL CONFIDENT



'Deliver me total confidence, in you as my bank but also the decisions I'm making on a daily basis'

RETAIL

'I don't have anything that determines any kind of growth for my money if they could help me with that I would feel more ready for the future'

BUSINESS

THEY WANT TO SUCCEED IN LIFE



'What I want from my banking partner is to give me the tools to succeed, education, opportunities around how to invest money - all that good stuff'

RETAIL

'I want to know I'm on track. Because when you're trying to juggle different investments and savings and outgoings, you want to know it's working for you as best as possible'

HIGH NET WORTH

POSITIVE CHANGE IS A NEED THAT PLAYS ACROSS ALL AUDIENCES



RETAIL

Tired of the
status quo

PRIVATE

Protect
my legacy

BUSINESS

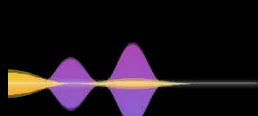
Some sense
of security

CORPORATE

Impatient
for growth

INVESTMENT

Agitating to
get ahead



BRAND **DESIRE**

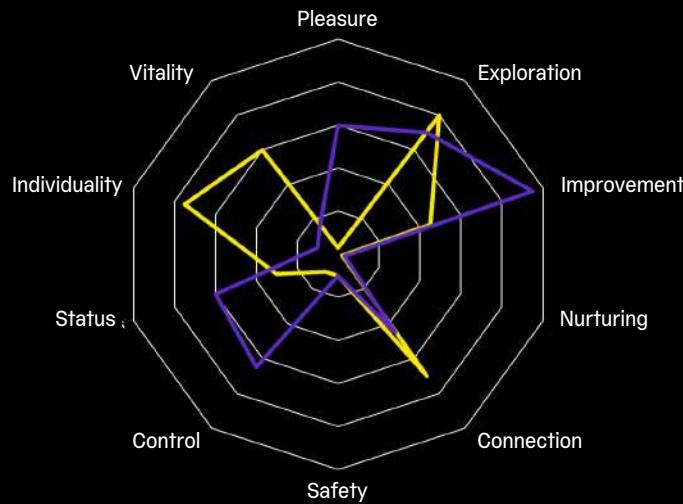
**A POWERFUL AI & ECONOMETRICS TOOL
THAT REVEALS THE TRUE DRIVERS
OF BRAND DESIRE - AND
THE PATH TO COMMERCIAL GROWTH.**

Reading in millions of data points from news, reviews, social, search, brand tracking, financials and more, our powerful technology gives us the market's truest read of your brand vs its competitors – and crucially, what you need to do to shift its cultural power to unlock incremental growth.



1.

We read ambient brand data with advanced AI to show the true equities of your brand vs competition



2.

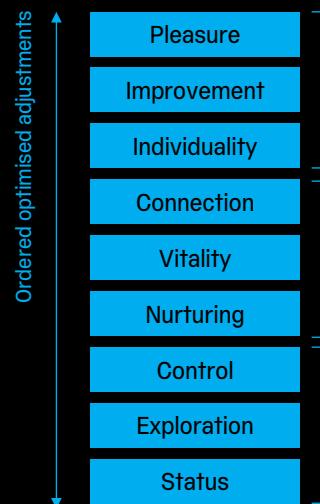
We use econometrics to identify the equities that drive stronger demand/sales

\$725M

▼ The commercial gap between what was achieved vs. what could have been achieved if the signals and amplifiers were delivered in an optimised way.

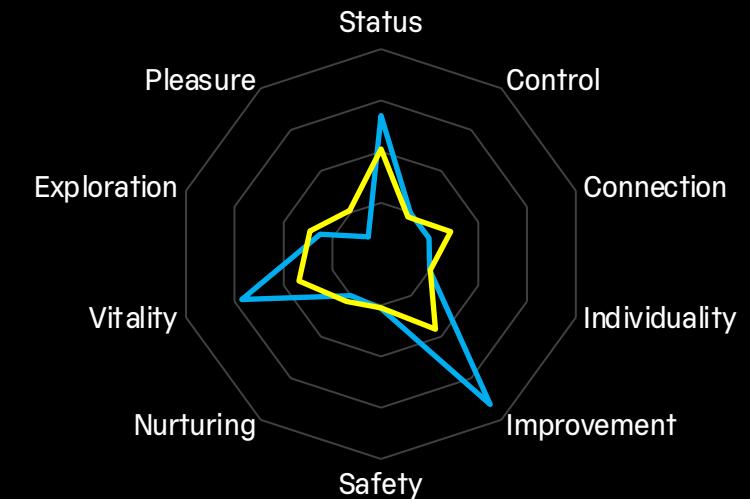
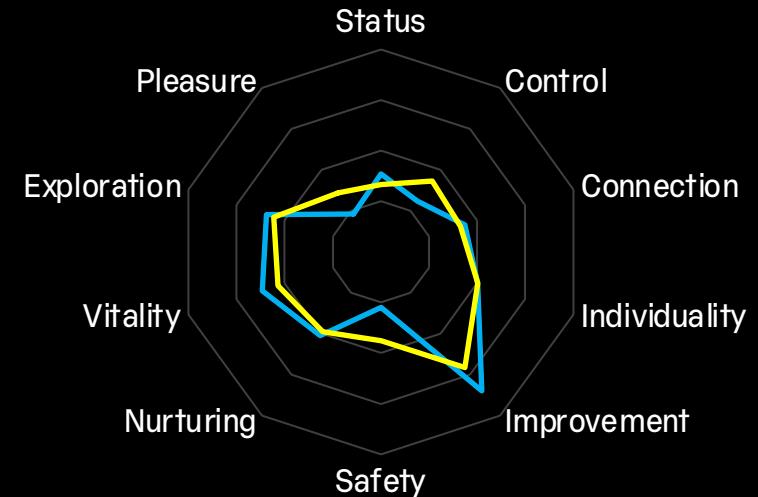
3.

We reorient the brand's creative strategy, shifting its cultural power towards equities that drive revenue



MORE OWNERSHIP OF IMPROVEMENT, VITALITY AND STATUS THAN HSBC

The more data inputs, with more social networks, increased time periods, and more competitors by categories, the more powerful this insight becomes.



PROGRESSION YOUR HISTORY & DESTINY?



CONVENIENCE PROGRESS 1967



CREDIT PROGRESS 1966



DEBIT PROGRESS 1987



SKILLS PROGRESS 2013



SOCIAL PROGRESS 2019



BUSINESS PROGRESS 2023



HYDROGEN FUTURES 2024

CULTURAL CONTEXT

CONFIDENT
VOICES

CONSUMER NEED

POSITIVE
CHANGE

BRAND OPPORTUNITY

PROGRESSION

**PROGRESSION IS A
POWERFUL SPACE**

**A MASSIVE OPPORTUNITY
TO CONFIDENTLY LEAD THE
INDUSTRY
AS A MODERN AGENT OF PROGRESS
IN CUSTOMERS' AND CLIENTS' LIVES**

‘EVERYTHING BEGINS WITH CONFIDENCE’
C.S. VENKATAKRISHNAN – JAN 2025



THANK

YOU