

**M+C SAATCHI GROUP +  BARCLAYS**

**UK CHEMISTRY MEETING 27.01.25**

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

Entertainment



Financial Services



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.



**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.



**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 worlds' 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'Oreal, Ikea, and Microsoft with some of the most multi-award winning, and globally recognised campaigns.

# 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.



**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.



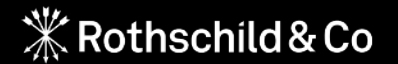
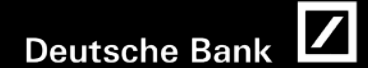
**Ross Watson**  
Global Managing Partner  
Sports & Entertainment

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

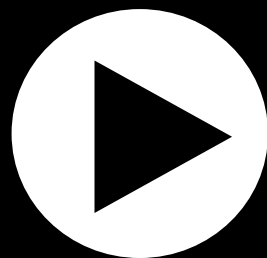
Ross has a wide knowledge of the sport and sponsorship industry activating major global campaigns including UEFA EURO 2020, UEFA Champions League, Premier League, 2018 FIFA World Cup and London 2012 Olympic Games.

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

# OUR BROAD FINANCIAL EXPERIENCE







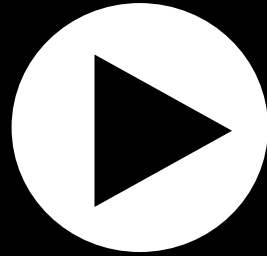
**FINANCIAL SERVICES  
FILM**



**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

**+ 2.6X**

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

**+ 25%**

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

**+ 6X**

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

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# BRUTAL SIMPLICITY OF THOUGHT

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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.

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# DIVERSITY OF THOUGHT

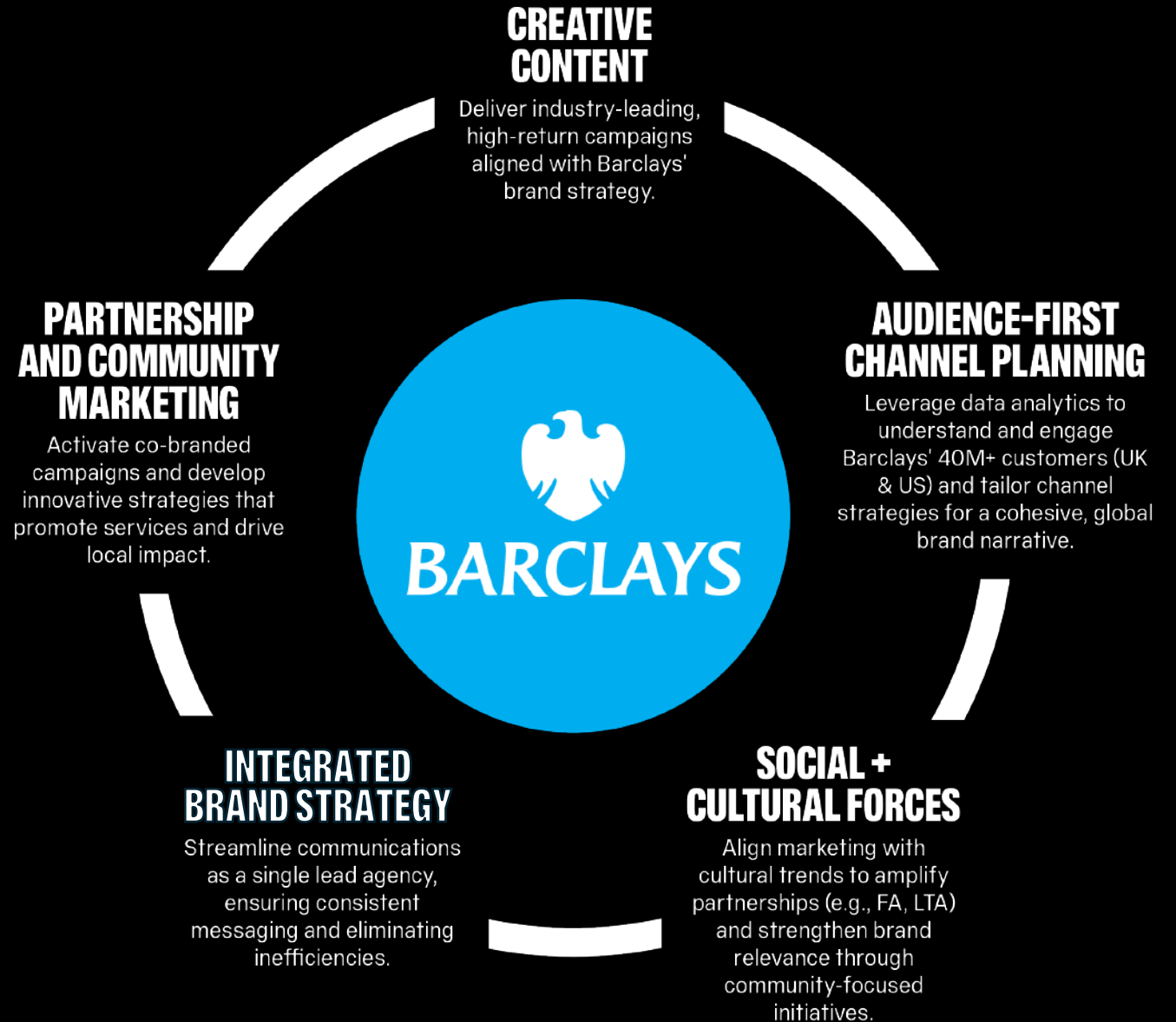
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Similar people think similar thoughts.

Diversity of people creates  
diversity of thought.

Therefore, Diversity of Thought  
is a creative necessity.

# AGILE BESPOKE INTEGRATED APPROACH





**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 PYLSE**

**M+C SAATCHI  
INTELLIGENCE**

**CULTURAL  
POWER INDEX**

**CLEAR** Fluency >

**CULTURAL  
FORCES**

# BRAND DESIRE

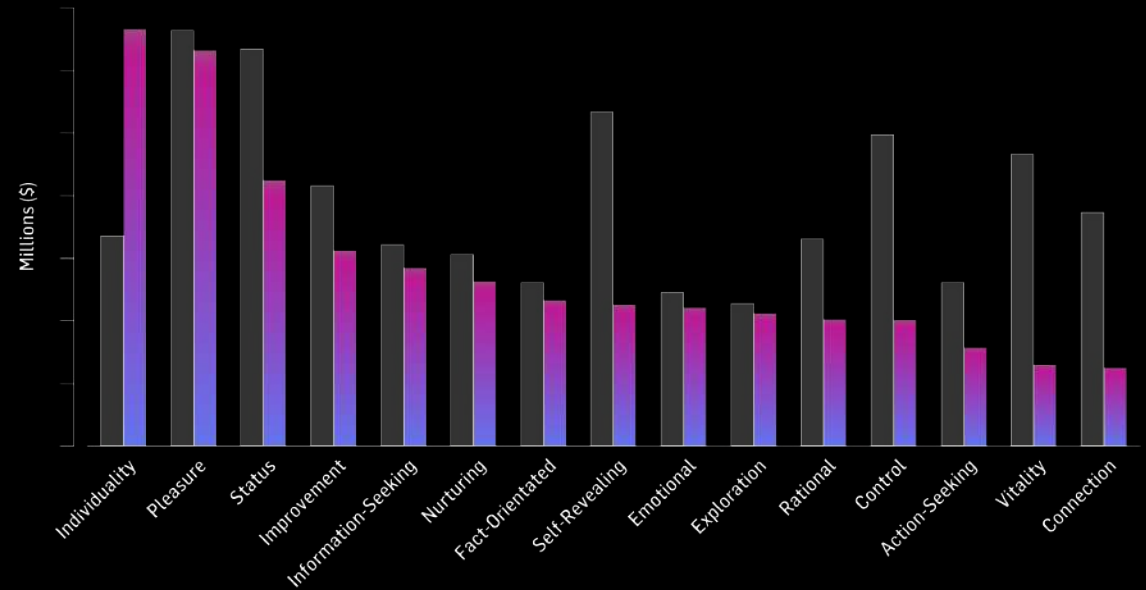
Brand Desire is our breakthrough AI and econometrics tool.

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.

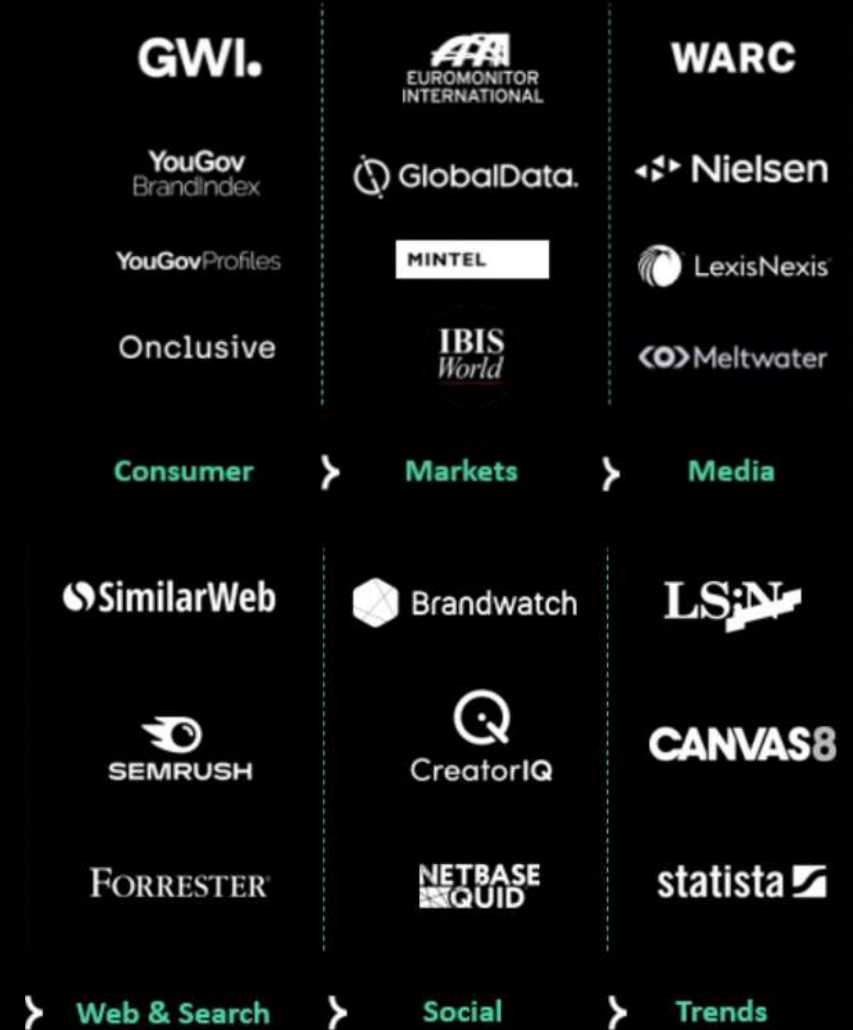
We use statistical modelling, LLM's and advanced econometrics to pinpoint the brand characteristics with the greatest impact on critical KPIs such as sales, to understand what calibration of the brand and its characteristics can drive the greatest ROI.



# 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.



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

II ElevenLabs

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

**+ FEAR** ▼

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

**+ 44%**

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

**+ 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**

A yellow graphic consisting of two stacked rectangular blocks of different widths, positioned on the left side of the image. The top block is narrower than the bottom block, creating a stepped effect.

**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.”



A woman in silhouette stands in a large, colorful, textured room with abstract shapes and vibrant lighting. The room is filled with large, rounded, textured forms in shades of orange, red, purple, and blue. The floor is highly reflective, mirroring the colors and shapes above. The overall atmosphere is surreal and artistic.

**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



The Gender Play Gap  
× allwyn

Play makes equality possible

Running for those that can't



Play makes mobility possible



efp european film promotion × 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**



"THIS IS WHO I AM"

**STAY TRUE**  
LEARN AN INSTRUMENT



# 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.

11 years of **STAY TRUE ICONS**

Ballantine's STAY TRUE

Ballantine's AMERICAN BARREL 7 YEARS

STAY TRUE SPAIN

"THIS IS WHO I AM"

**DID SOMEBODY SAY**

**alwyn**  
play makes possible

**NHS** Help us help you

**TRANSPORT FOR LONDON**  
EVERY JOURNEY MATTERS

UNDERGROUND

**Can** lives here



**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

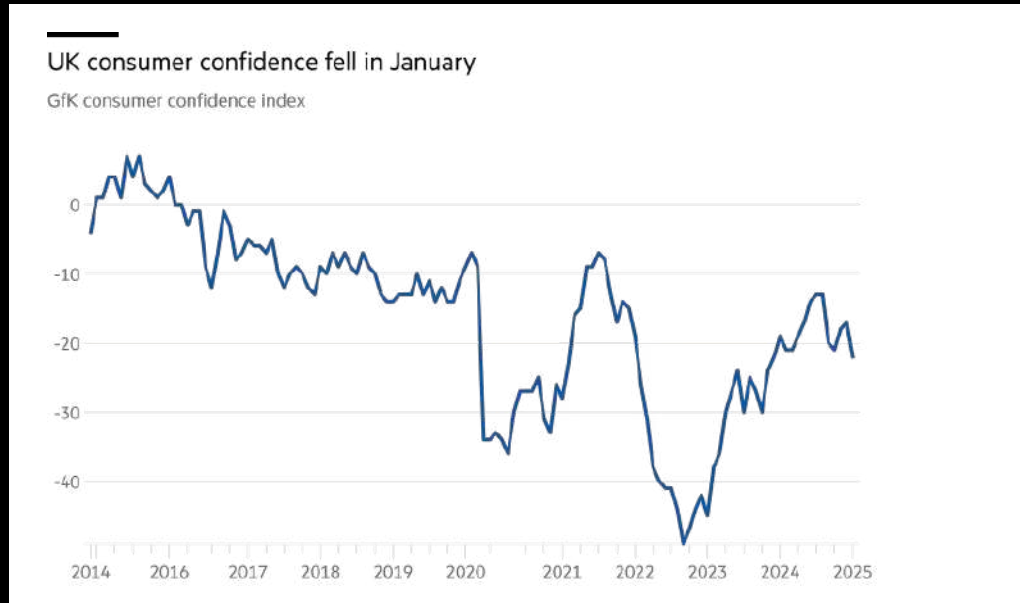


### Meet the people trying to save enough to retire by 40

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*

**1 IN 3**

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

**13%**

Think their personal financial situation will improve in 2025  
*YouGov*

**1 IN 4**

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

**45%**

Of Brits lack confidence in their bank or building society  
*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




**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.

Google

 Meltwater

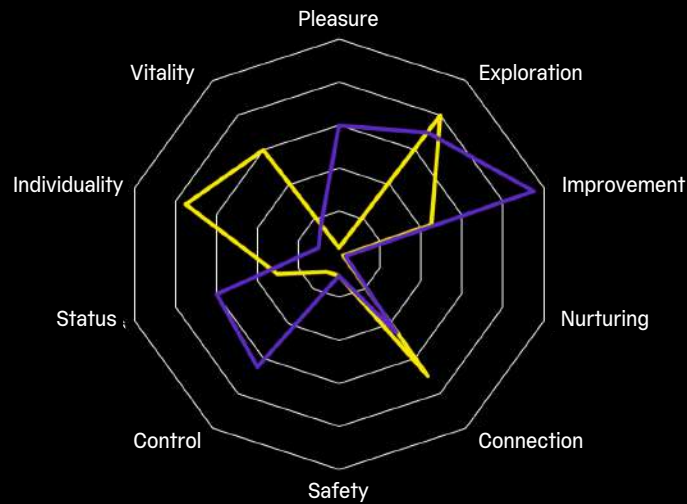
 Euromonitor  
International

 Brandwatch

YouGov **BrandIndex**

# 1.

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



# 2.

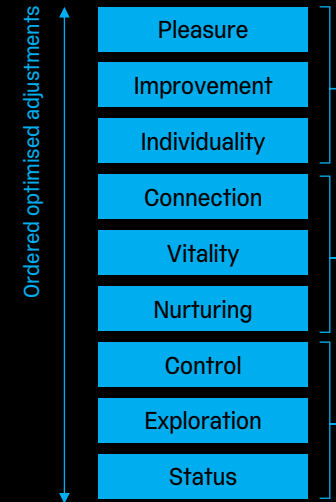
We use econometrics to identify the equities that drive stronger demand/sales

# \$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.

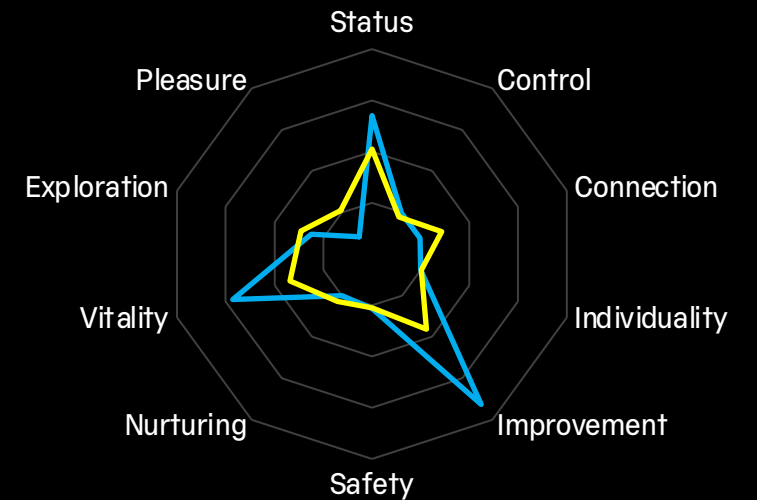
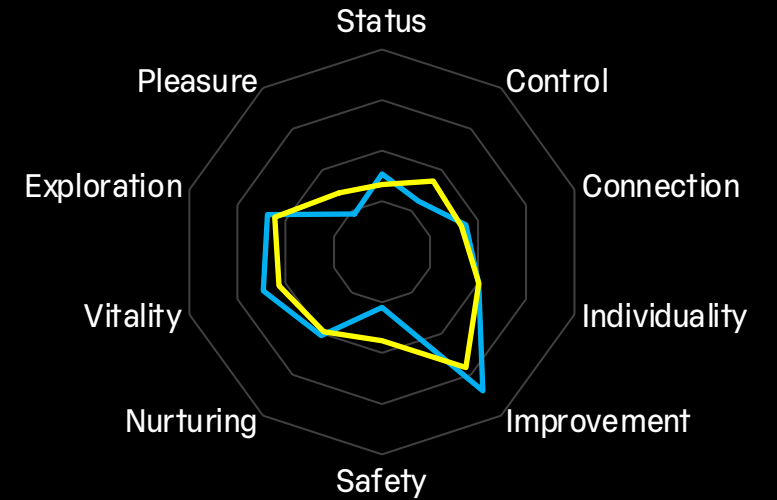
# 3.

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



**DEBIT PROGRESS**  
1987



**CREDIT PROGRESS**  
1966



**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