

Is Marketing having a mid-life crisis?



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This presentation contains non-GAAP financial information. The primary non-GAAP financial measure we use is 'adjusted performance' which is computed by adjusting reported results for the period-on-period effects of foreign currency translation differences and significant items which distort period-on-period comparisons. Significant items are those items which management and investors would ordinarily identify and consider separately when assessing performance in order to better understand the underlying trends in the business. Reconciliations between non-GAAP financial measurements and the most directly comparable measures under GAAP are provided in the 2016 Annual Report and Accounts and the Reconciliations of Non-GAAP Financial Measures document which are both available at www.hsbc.com.

The small print



My father

A photograph of the entrance to an HSBC bank building. The entrance features a set of double glass doors framed by two white columns. Above the doors, the HSBC logo and name are visible on a white sign. The building is constructed of dark brick. In the foreground, there are green bushes on both sides of the entrance. A red banner with white text is overlaid across the middle of the image.

HSBC

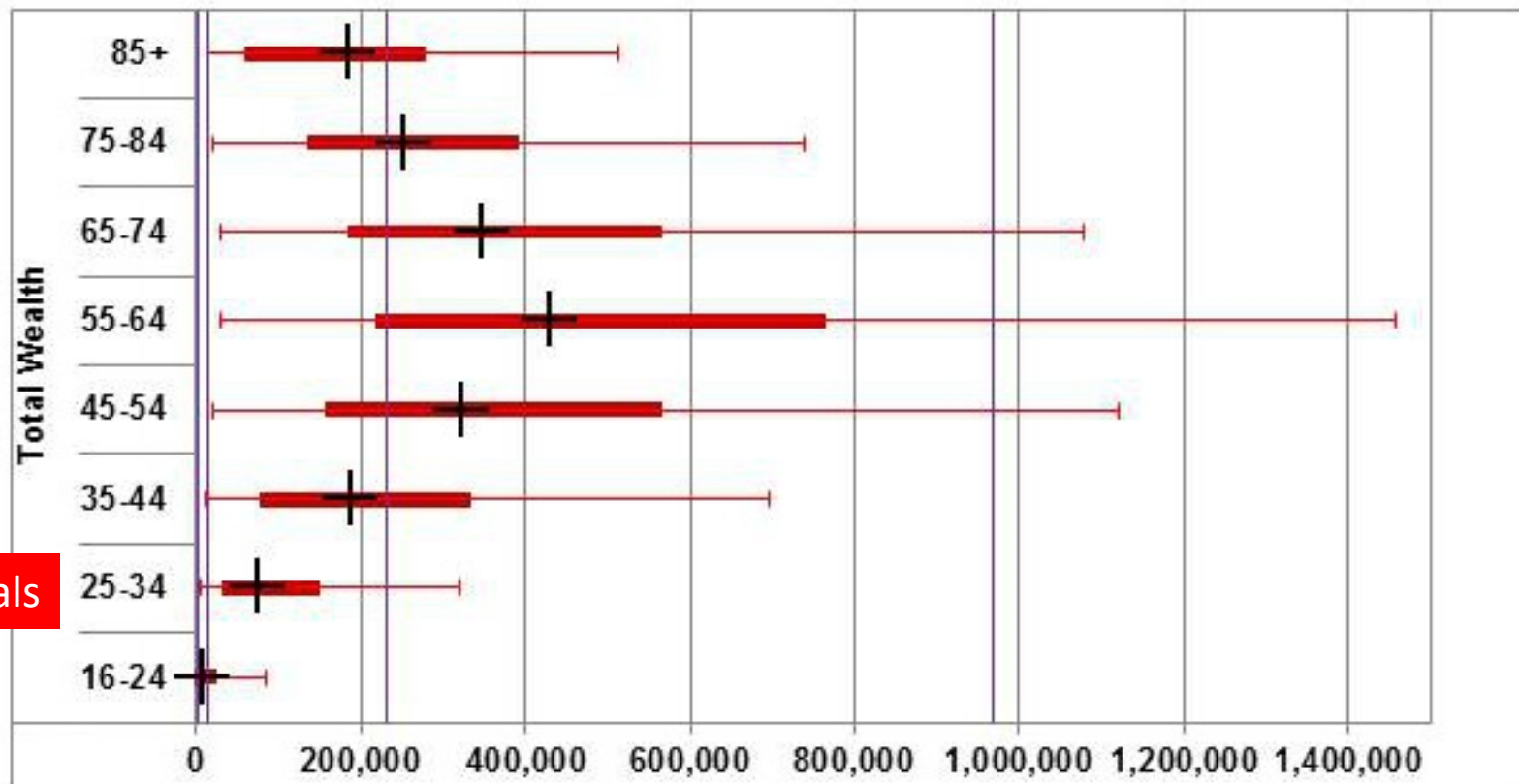
Closed for good

or bad?

No interest in £1,000



“Because that's where the money is”



Segments



Closed



Spontaneous

Planful



first direct

Open



first direct

Average is not OK



Individualise





My partner



Unusual account balance





Plat du jour





Contact strategy





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A silhouette of a person with their arms raised, holding a large, glowing sun. The sun is bright yellow and orange, and the background is a gradient of red and orange. A red horizontal band is overlaid across the center of the image, containing the word "Inspire" in white text.

Inspire

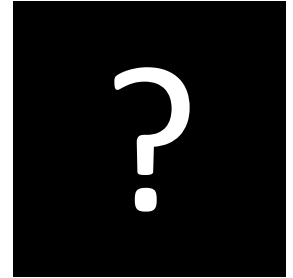
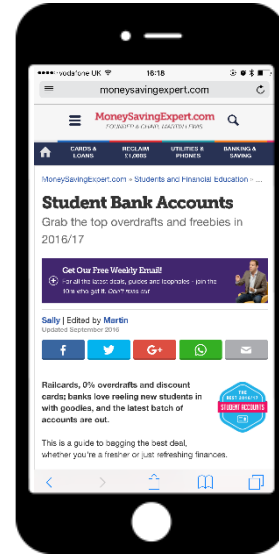


The next gen



Go...

Pinnacle of propositions

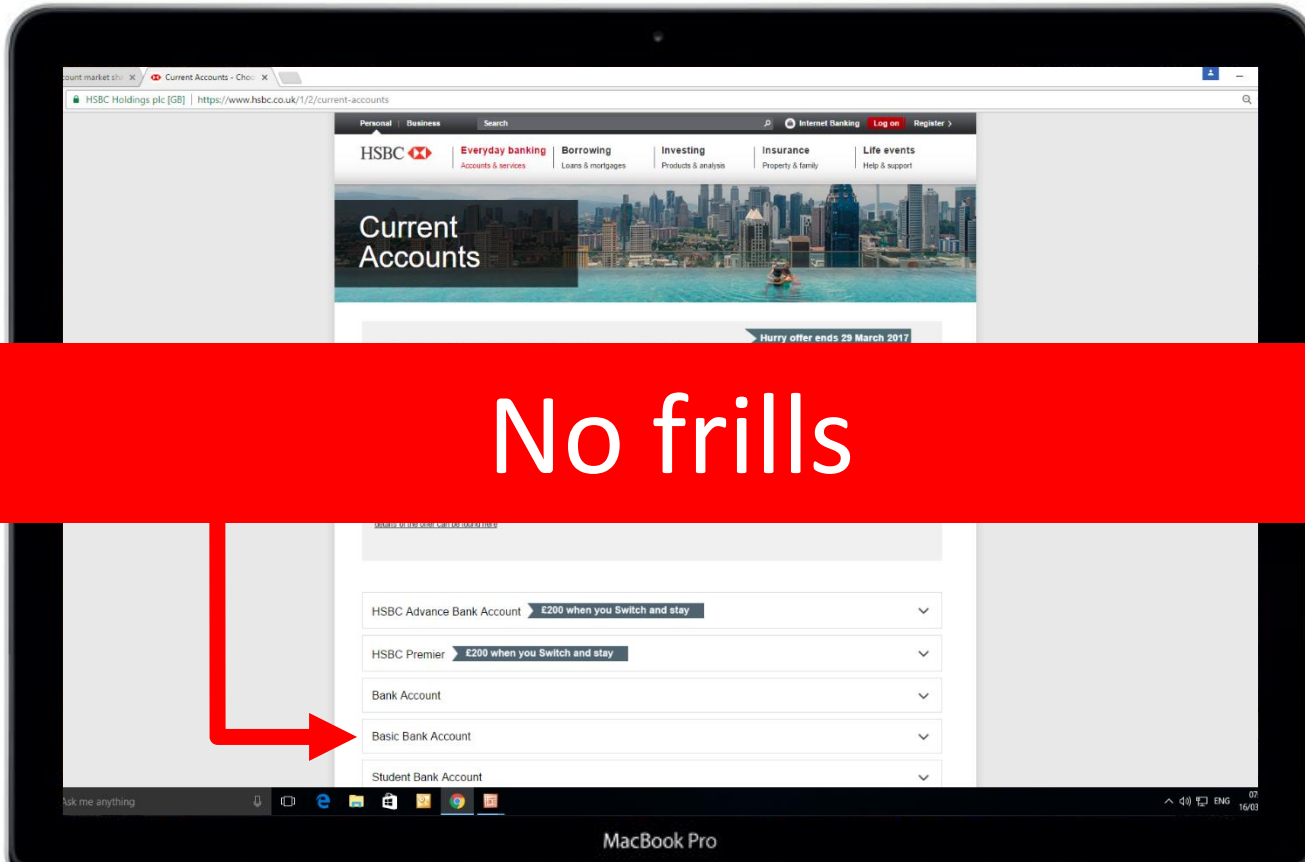


Premium



No man's land

No Frills



No frills

- HSBC Advance Bank Account £200 when you Switch and stay
- HSBC Premier £200 when you Switch and stay
- Bank Account
- Basic Bank Account
- Student Bank Account

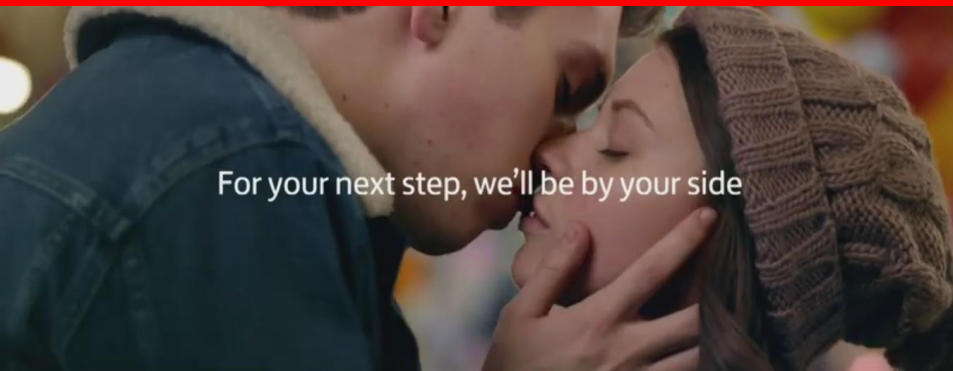


Let's Go Forward

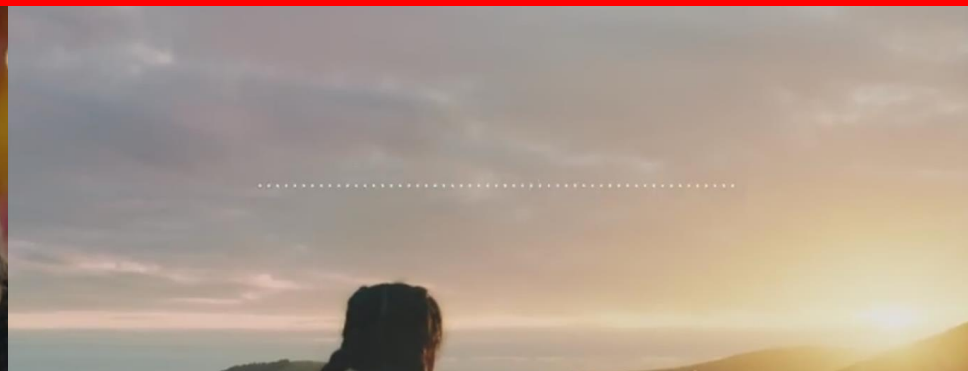


Here to help you prosper

Something or same thing



For your next step, we'll be by your side



Onwards.

Teletext 100 May28 20:59:47

Teletext

■ ITV CUMBRIA ■

WATCHDOG PRAISES TELEVISION COMPANY 332

TV Carlisle-based Border
TV has been hailed for a
twin-pronged approach to
news and sport coverage.

Cumbria headlines 330
Cumbria news index 331



FULL TELETEXT CONTENTS 101

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Win a Box of Pokemon Cards!!!! p355

Tomorrow Films Subtitles London Tonight



webtrends®



1993



The future is already here



It's just not very evenly distributed

AI headlines

		Split size	Curiosity	Directness	Friendly	Offbeat	Urgency	Copy
1	It would be a shame to miss up to 30% off utility belts! We've got all you've ever wanted from Wayne Enterprises.	33675	36%	87%	56%	33%	50%	
2	Announcing: those who delay will miss out!	33675	30%	76%	41%	23%	78%	
3	I love the smell of offers in the morning... What's the big deal?	33675	54%	57%	57%	37%	39%	
4	Hurry - say hello to my little discount... When you've got it, you've got it!	33675	63%	76%	57%	54%	50%	
5	Every man needs good utility belts, snap up up to 30% off now...	33675	43%	94%	36%	24%	54%	
6	Try saying no to up to 30% off! Take a peek at great pieces from Wayne Enterprises.	33675	24%	89%	40%	20%	50%	
7	Can we tempt you with up to 30% off? Work some magic on your wardrobe - I love the smell of deals in the morning.	33675	77%	74%	68%	35%	39%	
8	You'd be a strong man to resist these offers - every man needs good utility belts, grab up to	33675	60%	92%	58%	28%	52%	

MacBook Pro

AI copy

There is no one else in the world.

There is no one else in sight.

They were the only ones who mattered.

They were the only ones left.

He had to be with me. She had to be with him.

I had to do this. I wanted to kill him.

I started to cry.

I turned to him.



AI visuals



AI agency

Campaign 18:05

March 15, 2017

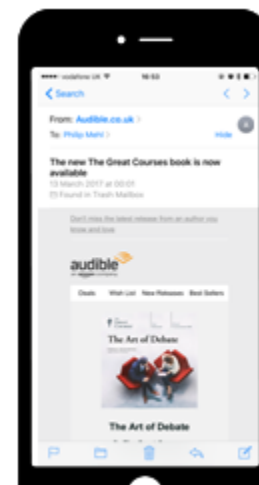
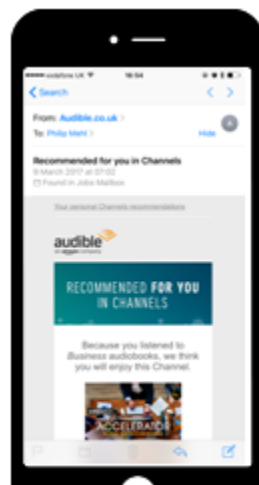
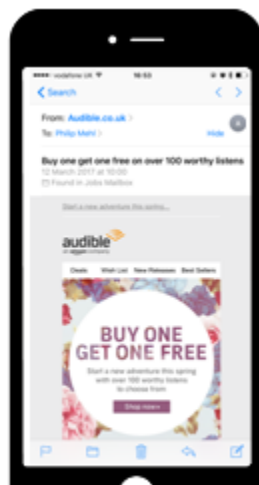
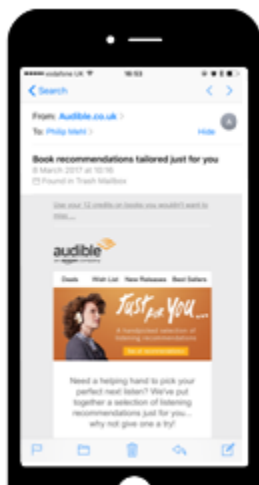
The five things you need to know today

MOST READ

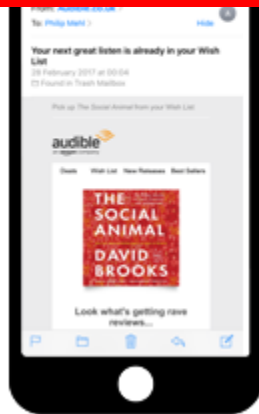
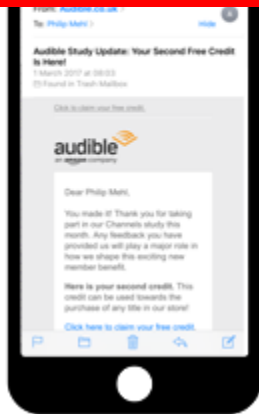


Why Cosabella replaced its agency with AI and will never go back to humans






Personal



TMI



 **417%** revenue lift?
Yup. Not bad, hey? [Find out more](#)

How Target knows when its shoppers are pregnant - and figured out a teen was before her father did

By NINA GOLGOWSKI
UPDATED: 13:19, 18 February 2012

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Hearing that stores like Target monitor their customers' spending habits to determine their future ones may not be much of a shock to most.

What may be more of one is that Target's department for Guest Marketing Analytics is so in tune with their consumers based on their spending, they can predict major changes in their lives.

They in fact do it so well, as the New York Times reports, that in one case they were able to predict a high school girl's pregnancy before her father did.



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DON'T MISS

► Jeremy McConnell arrested on suspicion of assault and criminal damage after voluntarily entering a police station following 'shaken' Stephanie Davis' report



► 'I was depressed': Selena Gomez wears ab-baring floral two-piece for Vogue cover... as she reveals loneliness of touring led to meltdown



► Billie Faiers showcases post-baby body just ONE WEEK after giving birth as she embarks on family day out with fiance Greg Shepherd and their tots



► Got's Nathalie Emmanuel is almost unrecognisable in punk shoot as she claims a 'lack of diversity' on TV damaged her self-esteem as a child



► 'Pregnant' Danielle Bux 37 displays a hint





Implement



**Vision without
action is daydream**

.....

**Action without
vision is nightmare**

Japanese proverb

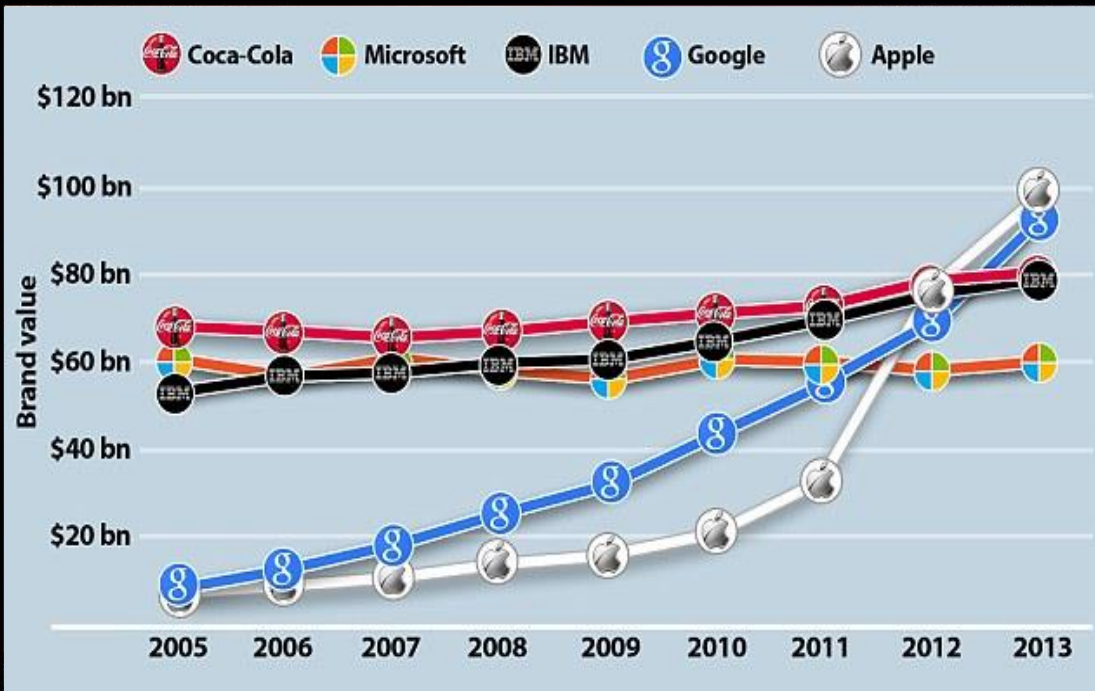
First curve



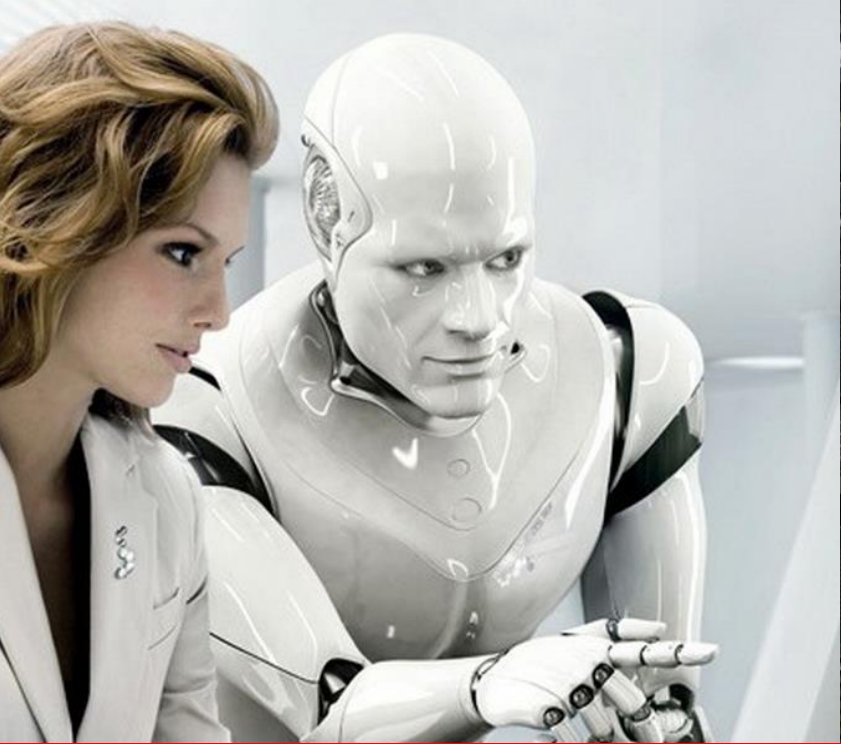
Second curve



Second curves needed



MacBook Pro



Marketers?



A composite image featuring a Mars rover in the background and a white cat with black spots in the foreground, set against a red background with white text. The rover is a six-wheeled vehicle with various instruments and a camera mast. The cat is white with black patches and is shown in a jumping or running pose. The text "Who killed curiosity" is written in white on a red background.

Who killed curiosity

Who killed Bambi?

or more importantly creativity?



Mar-tech-data-ers



Question
everything

