



Work Sector Financial
Client Arab Bank
Location Jordan & across the Middle East
Cost Undisclosed
Date completed 2005

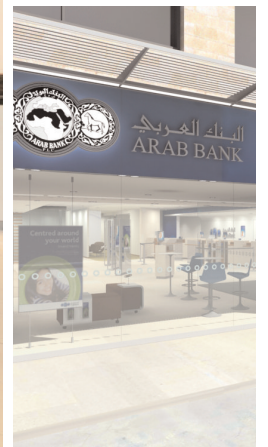
The Arab Bank is an internationally respected and admired financial institution, established in Jerusalem in 1930 and now operating in over 30 countries spanning five continents. In 2002 Arab Bank embarked upon a new strategy to restructure its business units and align itself with international trends by focusing on retail banking and customer relationship building. The ultimate aim was to increase sales volumes by cross selling to the existing client base and grasping new opportunities.

Lewis & Hickey were appointed to assess the overall brand representation and developed a conceptual strategy for the creation of a new image across the network. This was achieved by making the branch a physical manifestation of the brand, delivered through staff, symbolised by an identity and creating a more sales orientated proposition, encouraging the migration of customers away from counter fronts, to self service channels and personal meeting areas.

The building of a brand culture, which is customer centric, in an environment that helps affect the way staff should behave was also key, as was the need to differentiate the brand with a tone of voice that defines the market sector and permits increased acquisition within a younger market sector.

Lewis & Hickey created a design solution that could be consistent and cost effective within a diverse cultural backdrop; the 'new generation branch' exhibits a dynamic, international aesthetic, with longevity and without loss of its "local" identity.

Lewis & Hickey have worked closely with the bank to deliver the initial "live" prototype branches and to produce implementation systems, such as electronic design manuals and a remote concept validation process, so that the design and brand management rollout can be implemented across the Middle East.



Arab Bank

LEWIS AND
HICKEY