

Frank Discussions about financial services

If sex can sell ice cream, can puppies really rebuild lost trust in financial services?

Twenty years ago, sex brought some much needed va va voom into the tired world of ice cream. For at least two decades the world of financial services has lurched from one breach of trust to another. Can puppies really do for Lloyds Bank what sex did for Haagen Dazs?

Once upon a time, the wide world of financial services instilled a bit of awe and a lot of respect in the hearts and minds of its customers. Today things couldn't be more different. Whether you're a hedge fund, a high street bank or an investment manager, your corner of the sector has probably experienced its fair share of scandals, major or minor. And ensuing legislation has probably hindered rather than helped. Even that last bastion of trust, the mutuals, are likely suffering in the shadow of the decline and near fall of that other last bastion of trust, The Co-operative.

So what's the answer? How can you ensure your brand and communications provoke the trust that's so essential to a successful business? If it's not puppies, is it the 'pre breach of trust retro brand' approach of organisations like the TSB? Or the opaque, 'not giving anything away' approach of the investment managers?

We have a point of view. You'll have some bright thoughts. And if our frank views haven't offended, why not join us at our next Frank Discussion and see whether we're able to arrive at some answers.

What

For more information and to book your place, phone Michael Coleman on **020 7566 4900** or email m.coleman@frankbrightabel.com

Where and when

Thursday, 12 June, 8.15am for 8.30 start, 10.30am finish
Frank, Bright & Abel, 93 Tabernacle Street, London EC2A 4BA

Breakfast provided