

# “HSBC Account openings more than doubled during the campaign.”

Cunning.

Client:  
HSBC

Project:  
Your Point of View  
Live Theatre Windows



Challenge:

To devise an activity to bring to life HSBC's global 'Your Point of View' campaign.

Insight:

Everyone likes to have their say and nowhere is this more the case than on the streets of New York. With this in mind, Cunning decided the best way to approach the brief was to come up with an idea that was fully interactive, highly theatrical and would allow New Yorkers to have their say.

Idea: *Interactive live window displays*

Cunning conceived and produced a unique live theatre experience at four HSBC bank branches in Manhattan. Themed theatre shows were installed in the branch windows for passers-by to interact with. The topic of each show was aimed at getting people talking and expressing a point of view.

These ranged from "Are beauty pageants trite, fabulous, exploiting or inspiring?" to, "Are sports fanatics psycho, committed, energetic or scary?" Passers-by were able to text message their point of view on the scenarios to a short code. All of the one-word points of view then appeared in the window via plasma screens. Text messages were then collected and displayed on a microsite for the world to view.

Results:

This was a unique use of retail space for a global bank. During the pop up presence, the campaign more than doubled new accounts openings.

248,000 people experienced the event  
4,000 postcards handed out  
500 people sent in text messages and a further  
1,000 people commented online  
735,000 read about the activity in local media

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