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purpose: We help
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Barclays segment the financial market on demographics and psychographics variables like age, income & occupation, etc. It uses differentiated targeting strategy to cater to the

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individual and
corporate custom
ers/investors
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repositions to
'break its brand
out of the pack'
Despite having a
"very powerful"
brand, Barclays
believes there
is limited
differentiation
between banking
brands,
something it is
trying to
address with a

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Barclays

new positioning,
tone of voice
and visual

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Sarah Vizard 26

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repositions to
'break its brand
out of the pack'

Barclays is on
the hunt for a

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new CEO after firing Anthony Jenkins in a surprise move. While the bank believes it has a “standout brand” and will now look to prioritise “shareholder returns”, industry metrics suggest there is

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still work to do
to elevate
perceptions

among consumers.

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2013, the

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CEO announced

that the company

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would dramatically change and assume a new brand purpose: “Helping people achieve their ambitions – in the right way.” To support...

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include
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