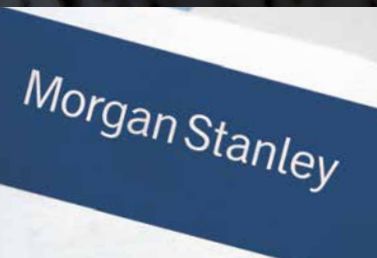




CORPORATE
VISION®

FINANCIAL SERVICES

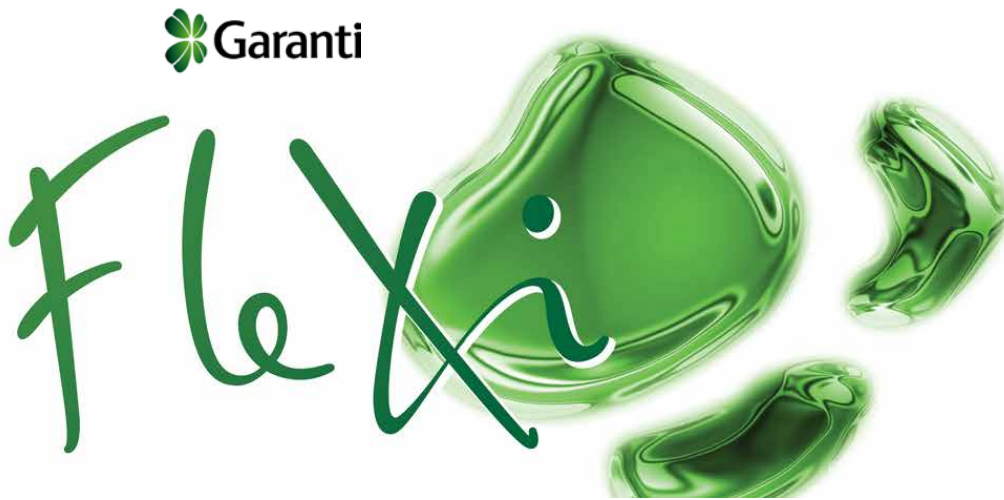
Financial services and banking expertise



Keywords> Financial services> Global banking> Investment banking> Private banking> Retail banking> Savings banks> Privatizations> Mergers & acquisitions> Market segmentation> New product development> Credit cards> Customer loyalty.

corporatevision.io

Corporate Vision has developed some of the most important brands and strategic visions in the Banking and Financial Services sector.



Our project team expertise includes:

Banking Groups & Investment Banking

The team has worked with some of the biggest financial brands including Banco Santander, Morgan Stanley, Banesto, Garanti Bank and Banco Atlántico.



Financial Privatisations

Argentaria (the Spanish Corporacion Bancaria de España) was the merger of 40 government financial entities. Argentaria became one of the most successful state privatisations ever.



Savings Banks

Our team developed the high-profile 'la Caixa' savings bank project, involving world-renowned artist Joan Miró, we have worked with Caja Postal, the former financial arm of the Spanish post office (Correos) and Caja Madrid.

Private Banking

Our team has developed new private banking concepts and brands: Privanza (BBVA) and Altae (Caja Madrid).

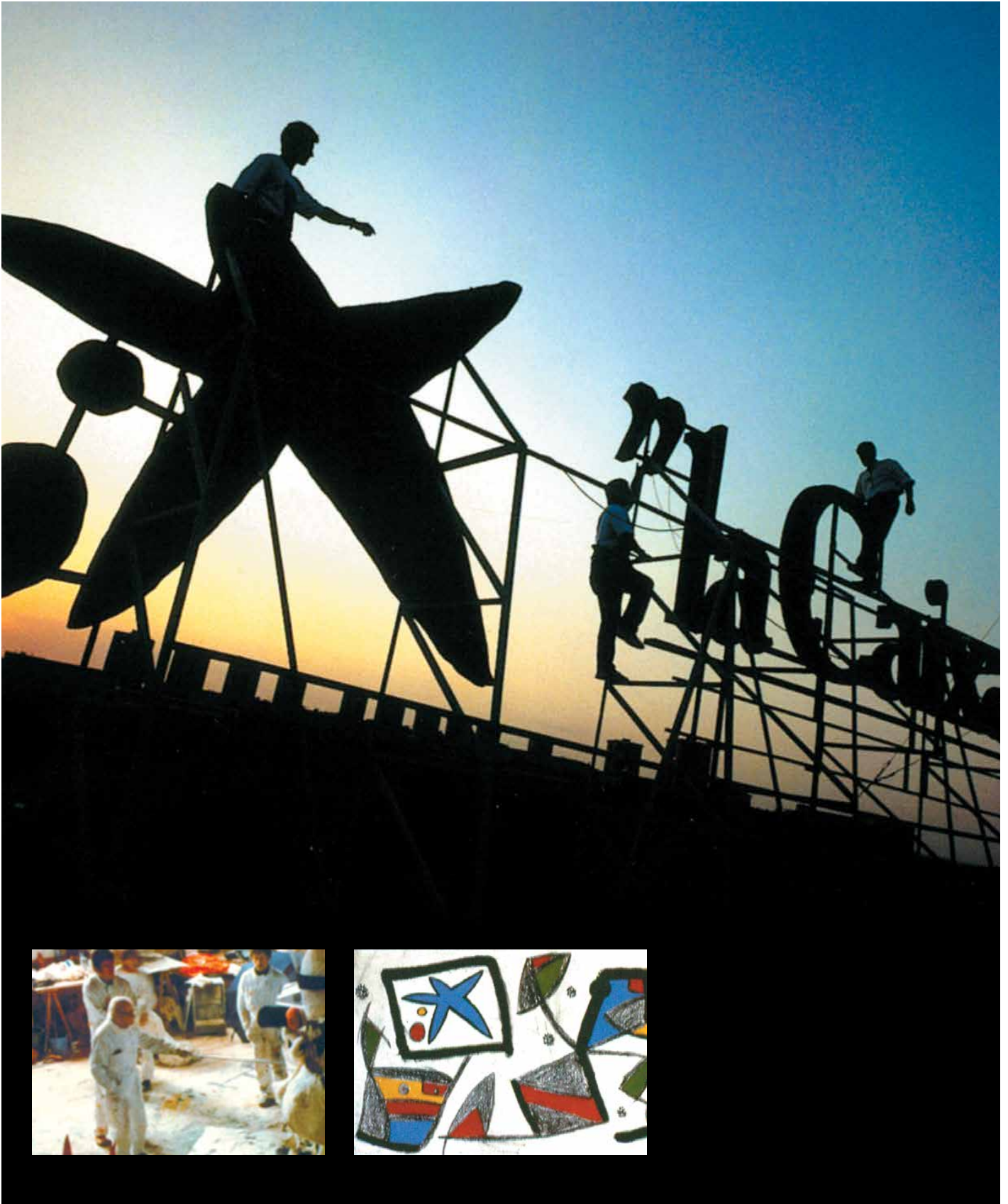


Global Privatisations. The Argentaria project became one of the most successful privatisations in history. Today Argentaria is part of BBVA Bank.



Business and Art. Our team members developed the project for 'la Caixa' one of the world's largest savings banks. The project became internationally

famous because the team chose to work with the artist Joan Miró to develop the brand to represent the social focus of the organisation.



Credit cards

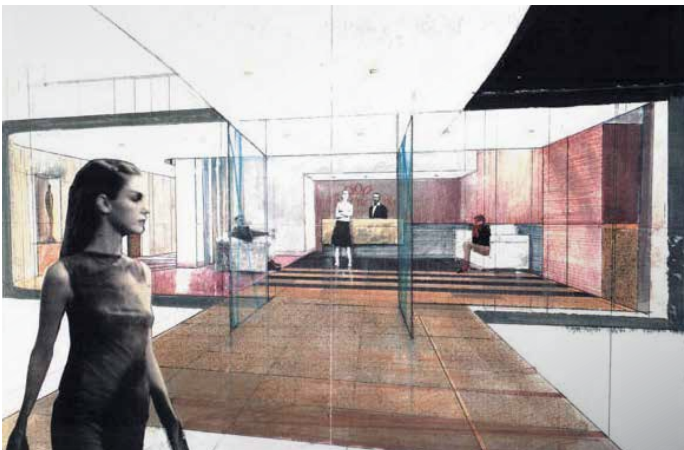
We developed the incredibly successful Flexi credit card project for Garanti Bank (A GE company). Flexi gives the consumer the choice of building and adding their own credit card features (including Bonus points) based on their individual financial needs and aspirations.

Retail & Private banking service retail concepts

The team has worked on many retail banking projects, from large retail networks like Santander and Argentaria (BBVA), to private banking organisations including Altae Banco Privado and Privanza (BBVA).

New product development

The team has worked with financial clients developing segmentation and brand positioning for new financial products including: funds, new ATM branding and telephone banking services.



Customer service experience.

Environments are crucial to deliver customer value. We integrate environments as part of the total service value delivery.

