

UBS

Global product advertising

UBS, one the largest investment banks in the world, needed product ads that highlighted the tangible benefits of their Global Equities business while dovetailing with their well known "You & Us" image campaign. The firm was also being unfairly pigeon-holed as a foreign bank without a formidable US offering. Thinkso's solution was the "Your World" campaign. Headlines in the client's voice and no-fluff, proof point-thick body copy demonstrates UBS's understanding of clients needs. Shot in London to create an any-city feel, actors were used instead of models to emphasize the authenticity of the message and ensur a genuine look.

thinkso

115 West 30th Street
Studio 709
New York, NY 10001
212.868.2499
thinkso.com

