

Garanti

Garanti is the third largest private bank in Turkey, it operates 487 domestic branches and provides retail, commercial, corporate and private banking services. Garanti has developed a worldwide reputation for product innovation. Over the last ten years numerous concepts have been rolled out that stand witness to a culture of innovation and of finding new services and solutions that enhance their customers' expectations.

The Brief:

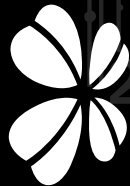
Garanti asked 'i-am' to review the quality of their existing branch experience and deliver an enhanced customer experience that truly brought the Garanti brand to life. 'i-am' were asked to focus on brand communications, physical environments and visual merchandising.

The Solution:

'i-am' created a radically enhanced customer experience that builds on existing successful elements but brings the Garanti brand to life through the concept of 'Living Green'. This approach has brought warmth and vitality to the brand and has been applied throughout the branch experience.

The Result:

One test branch has already opened and a further three are under construction. The new branches include features such as contoured 'Living Green' frontages, a new merchandising strategy throughout the Customer Journey and a suit of branded collateral including: cheque books, literature and brand imagery.



234567 890128

12345



'i-am' associates, 66 Leonard Street, London, EC2A 4LW
tel: +44 (0) 20 7613 4114 fax: +44 (0) 20 7613 4224 web: i-amonline.com

'i-am'