



CANADIAN
UNIVERSITY DUBAI
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Her-wallet

Be Part of The Ladies Table

PLANS BOOK

PREPARED FOR

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COURSE: ADV 330-E1-ADVERTISING CAMPAIGNS (LEC)
DEPARTMENT OF COMMUNICATION AND MEDIA
CANADIAN UNIVERSITY DUBAI, UAE
IN PARTIAL FULFILLMENT OF BACHELOR OF ARTS IN COMMUNICATION
ADVERTISING

PREPARED BY
THE VISIONARIES

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COMPANY DESCRIPTION

National Commercial Bank (NCB) was founded in 1953. They are also known as AlAhli Bank, who are a financial group, and it was established as the **biggest banking firm in Saudi Arabia.**

They are a very well-established franchise, as they are the leading financial institution and they are recognized by many other financial brands within the region. As any other institution, the bank operations would be profitable when they attract and retain a large customer base. As of today, NCB has **more than 430 branches** in the Kingdom of Saudi Arabia, and more than 3600 ATM's.

NCB Capital (NCBC) is a Saudi Joint Stock Company and it was established in 2007, as an investment banking and management service in which they provide their customers with the top services with their offers and solutions. They are a privately held investment banking industry in the Kingdom of Saudi Arabia. Their headquarters lie in Riyadh Region. NCB Capital's main profession is to deal with **investment advisory services and banking services, researching the leading market, brokerage, mutual funds, and other asset divisions and management offerings.** (NCB Capital Company Profile, n.d) They operate a fund that is intended in a way to match with what their customer's wants and needs. "NCBC is the largest asset manager in the Kingdom of Saudi Arabia and the largest Sharia compliant Asset Manager globally with over SAR140 billion of assets under management".

MISSION & VISION

01

NCBC believes in helping you realize tomorrow by being **a human-centric and future-focused brand**. At the core of NCBC's essence is the commitment to serve their customers, empower their community, and advance humanity. Their vision and mission are to be the Premier Financial Services Group in the Middle East region.

02

NCBC became the first Saudi bank to launch a mutual fund product. The bank, since then, has **led numerous financial services** while being a consistent pioneer in financial innovations such as real estate and auto lease finance. In addition, NCB asserted its leadership by being the first bank to introduce credit cards, the first to operate an ATM, the first to introduce students' savings schemes and the first to dedicate branches for ladies.

03

One of NCBC's **new vision is to empower women in Saudi Arabia** to be financially literate. Saudi Arabia has one the lowest financial literacy rate in the world, around 31%, and in which women make up 56% of the financially excluded. **NCBC would like to tap further into the female population of Saudi Arabia** and be able to connect with women. NCBC would like to recruit them from an early age up until they're the investors they are today by helping raise their financial literacy knowledge to arm them with the proper tools.

NCBC GOALS

Over the years, NCBC has been prosperous enough to accomplish numerous goals and receive awards for their success and innovation. However, some of their current goals are:

01

To be the Number One in **Revenue and Profit**

02

To be the Best **Digital** Bank

03

To be the best in **Customer Service**

04

To be the **Employer** of Choice

WOMEN'S FINANCIAL LITERACY GOALS

In regards to their campaign to develop and empower women's financial literacy, NCBC's goal is for women to feel the importance of having proper financial literacy, know that NCBC is there to guide and support them, and to help the women formulate thorough financial goal plans. NCBC aims to:

01

Repair current perceptions of women towards financial processes to **waive away that feeling of alienation** by feeling that NCBC understands them as women & Realizes the pressures they fall through

02

Arm women with **information & knowledge** that would enable them to prepare in a better manner for their future financial goals (whether they're at university or female entrepreneurs with their business at hand)

03

Enable women to **discuss their financial goals & financial matters** at ease as well as be at comfort when it comes to investment decisions.

SWOT ANALYSIS

The Situation analysis provides a brief SWOT analysis in which it will highlight National Commercial Bank Capital's internal strengths, weaknesses, and external opportunities, and threats. Moreover, it will show in-depth research about their direct and indirect competitors, the company, as well as their consumers.

Strenghts

- Strong company in KSA
- Established deep and durable connections
- Largest IPO manager
- Upraised its extension strategies

Weaknesses

- Faces credit risk exposure that accepts customers' excess admissions to banking activities due to service of bank as borrower

Opportunities

- Has potential vision for development in the Arabian Banking Sector
- Tap into untouched market of female consumers

Threats

- High competition
- Traditional society





NCB Capital has several main competitors, which offer similar features.

Direct Competitors Chart

Competitors	<div>Al Rajhi Bank</div> <div></div>	<div>The Saudi British Bank</div> <div></div>
Information	<p>The Al Rajhi Bank is a Saudi Arabian bank that offers Islamic personal, auto and home financial banking services. Al Rajhi Bank is known to be one of the Middle East's largest Islamic banks. Moreover, the bank is a main stockholder in Saudi Arabia's business as <u>its</u> one of the largest joint businesses in the kingdom.</p>	<p>SABB, also known as the Saudi British Bank is a Riyadh Founded Saudi joint stock business in which British banking firm HSBC Holdings PLC owns a sectional stake. In 1959, the British bank of the Middle East was developed by HSBC.</p>
Competitors	<div>Riyad Bank</div> <div></div>	<div>Samba Financial Group</div> <div></div>
Information	<p>The Riyad Bank is identified as one of the Middle East's largest financial organizations in the Kingdom of Saudi Arabia. The bank was recognized in 1957 with a paid-up investment of SAR 30 billion.</p>	<p>Founded in 1980, Samba Financial Group also known as The Saudi American Bank is a Saudi multinational banking firm based in Saudi Arabia. The bank is most commended and one of the area's largest financial service groups.</p>

In this figure below, it shows the indirect competitors chart, in which those businesses have different products or services as to what NCBC does, but they could potentially satisfy the same needs and somehow reach the same goal as NCBC.

Indirect Competitors Chart

Competitors	<div>State Bank of India</div> <div></div>	<div>Gulf Capital</div> <div></div>
Information	<p>State Bank of India takes you back 200 years of history. It is the largest commercial bank in India in terms of assets, deposits, profits, customers and employees.</p>	<p>Gulf Capital PJSC is a capital and private equity firm, in which they are leading alternative asset management companies that mainly focus on late-stage control buy-outs, growth, capital, debts, and other real estate projects. They have a revenue of \$93 million.</p>
Competitors	<div>Commitbiz</div> <div></div>	<div>Sedco Capital</div> <div></div>
Information	<p>Commitbiz is a joint-stock company in Oman. They hold a platform for business investors and owners to initiate a JSC. Those companies can trade their shares publicly or privately.</p>	<p>Sedco Capital has been here since 1976. They are a global asset management firm that can offer many opportunities in investment across the global markets through public and private funds. They have a revenue of \$18 million.</p>



STRATEGY

Her-wallet

We have developed “Her-Wallet”, our NCBC’s women’s financial literacy campaign and app. Her-wallet emphasizes on empowering and enabling women of all backgrounds and sectors of society to be **financially literate, progressive and active**. As Saudi Arabia evolves by allowing women to have firm footholds in various workforces and higher levels of education, it is vital that they are educated and able to access, maintain and invest in their assets and income. Despite most women being traditionally raised to run their households, taking into account and managing the necessities of every aspect of their family and home, many find themselves having lower levels of confidence when it comes to **financial decision-making, product knowledge and are frankly intimidated by anything finance**.



STRATEGY



"The "Men's Table"

More so, the term “men’s table” is a term used throughout the globe, especially in Middle East and Asian culture, to describe the **space in which men gather** at dinner parties, events and/or get-togethers and talk about **finance, economics and politics**. These are conversations that women are usually shunned away from participating in. Her-wallet wants to change that, by **inviting women to “Be Part Of Our Ladies Table”** (slogan) on our app and in real life situations (dinner parties, events and/or get-togethers). Her-Wallet aims to bring together women, ranging from university students, housewives, working women, entrepreneurs, mothers, influential financialists and economists together on our platform to seek knowledge, confidence and community.



STRATEGY



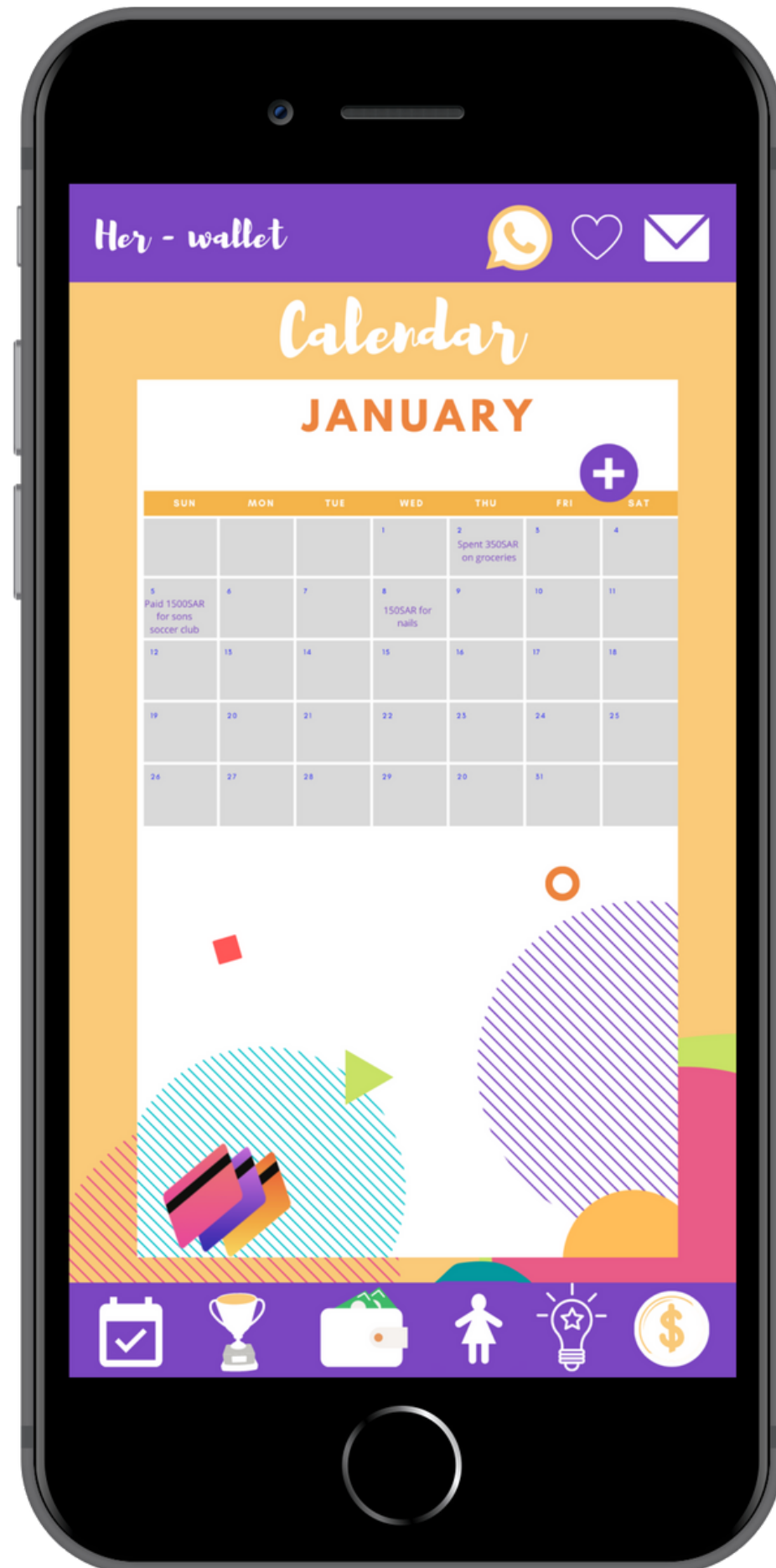
Be Part of The Ladies' Table

Our app and campaign will provide women with the **resources** to be financially literate by providing educational material on management, budgeting and investment, tools to track budget and expenses, create and track short and long-term financial goals, utilize unique benefits and create and engage with the community. These features will make the overwhelming and intimidating topic into bite-size lessons for women. The app will also help women apply financial literacy in their **day-to-day lives**. In addition, by providing the appeal of unique benefits and the option to build your own connections and community within the app, Her-wallet creates a **fun, educational and interactive platform** to empower and enable women's financial literacy.

Her-wallet App



Her-Wallet App Features:



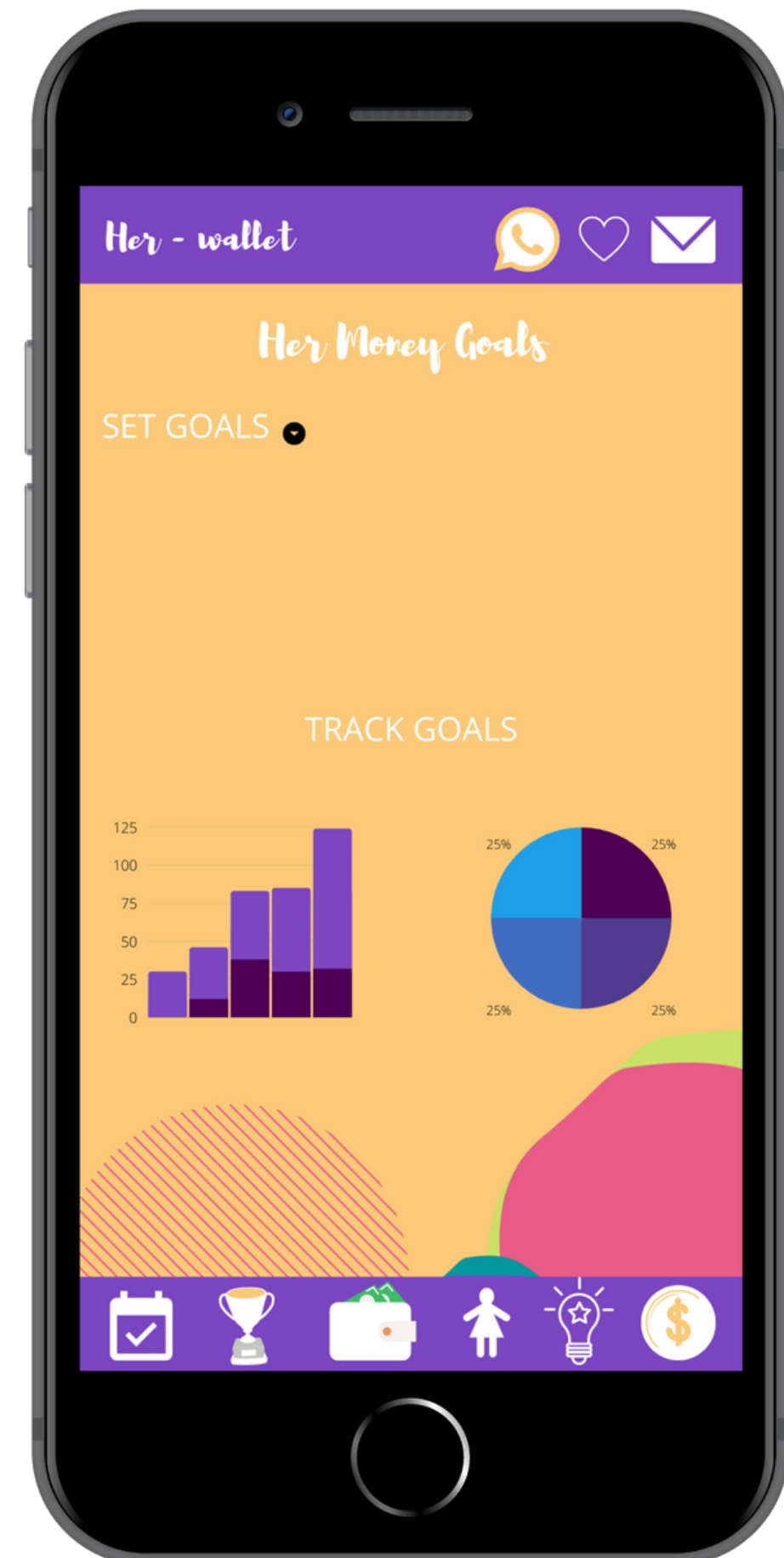
CALENDAR

- **Track** of the money you are spending
- Acts like a financial **budgeting planner**
- Shows your **day-to-day** expenses & keeps your finances organized
- Improve your **financial security**
- Programs the **future expenses** and figures out ways to set your financial goals and objectives.

MONEY GOALS

- Built in **tracking system** progress
- Set long term and short term **goals**
- Helps with financial **management**

Her-Wallet App Features:



Her-Wallet App Features:



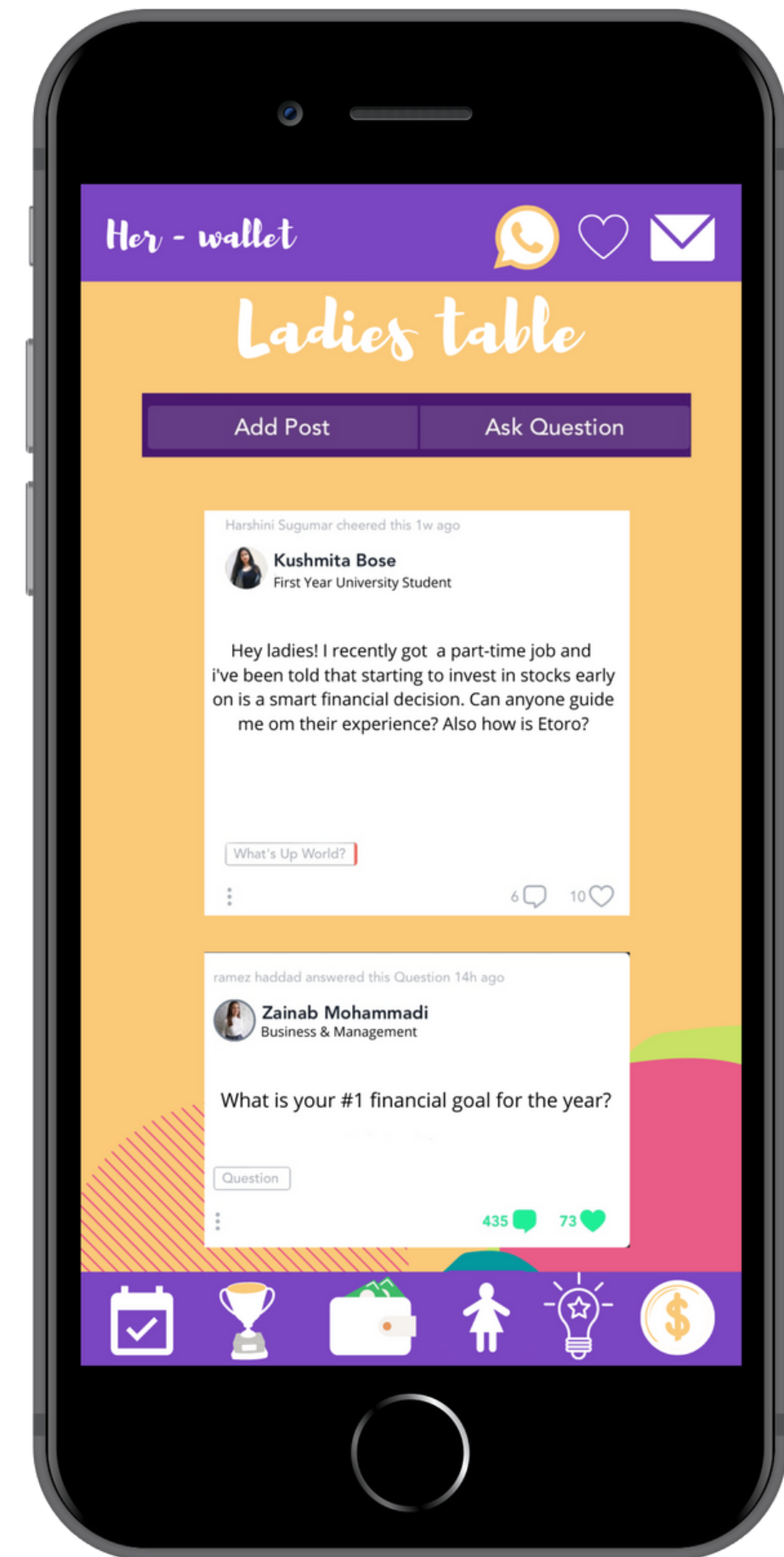
HER E-WALLET

- Used to make **online transactions** easier and faster
- Needs to be **linked** with the individual's bank account
- Check bank details and recent transactions **instantly**

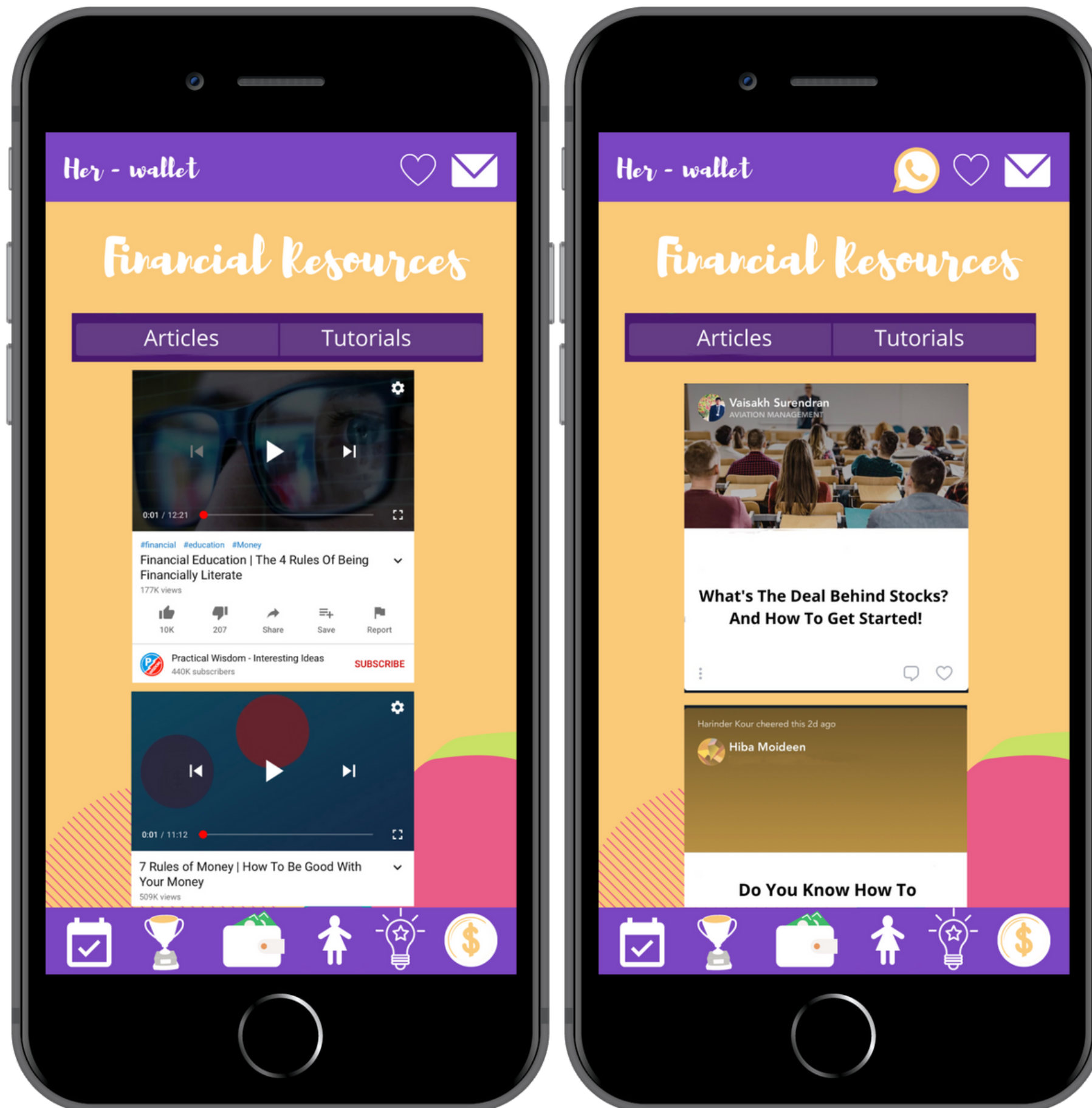
LADIES TABLE

- Similar to most **social platforms** feeds
- Post to **share** their financial tips, experiences, anecdotes, ask questions and more with each other.
- Encourages women to **build connections**

Her-Wallet App Features:



Her-Wallet App Features:



FINANCIAL RESOURCES (Articles & Tutorials)

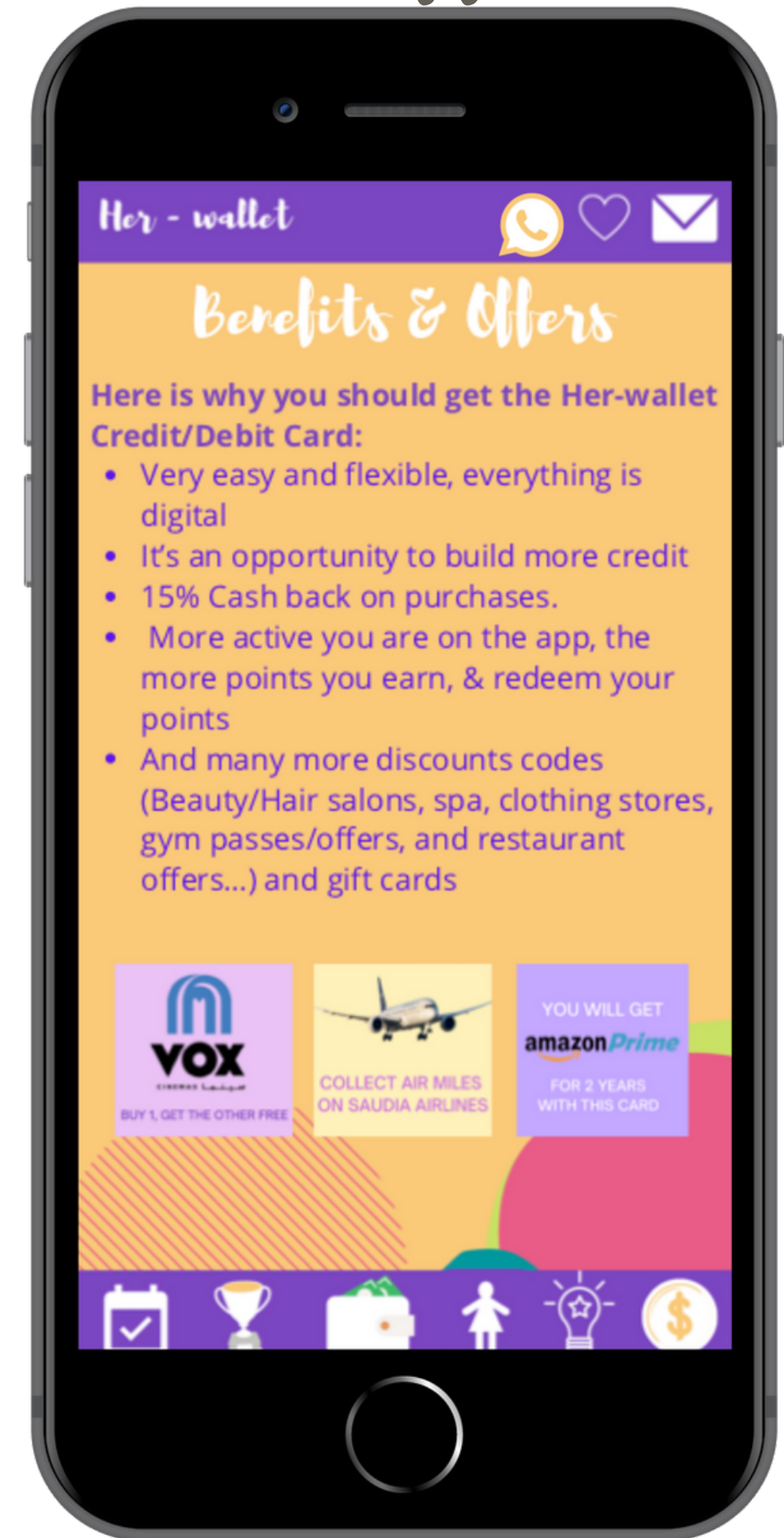
- Provides **relevant** articles and tutorials
- Related to **banking, managing finances, budgeting, investing**



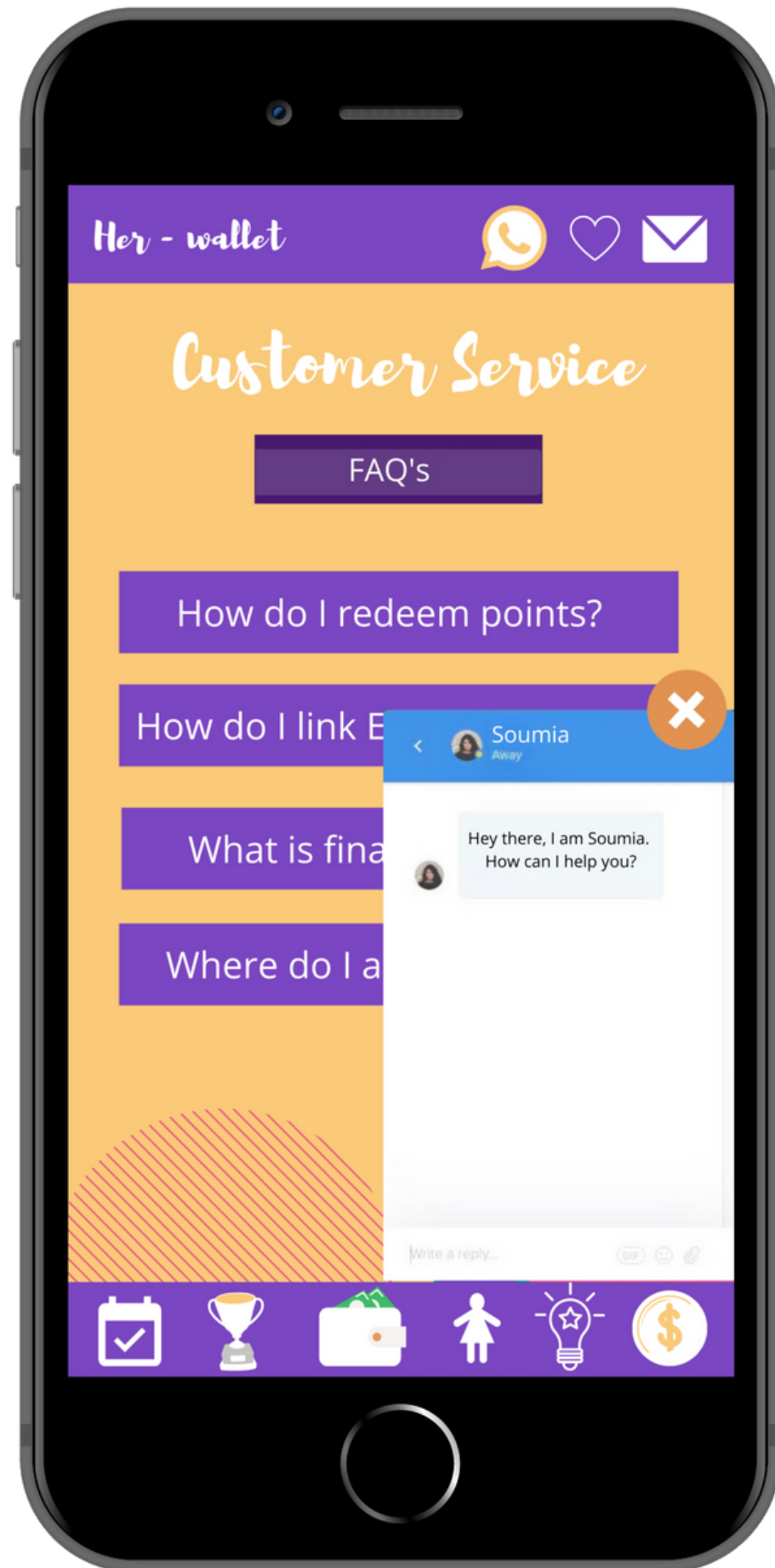
BENEFITS

- Dedicated section to show the user the **benefits** & personalized features/offers
- **Redeem points** you have gained by being active on the app

Her-Wallet App Features:



Her-Wallet App Features:



CUSTOMER SERVICE

- Real time Chat with **customer service** agents option to clear doubts and questions.
- **FAQ section** to provide information on common topics, questions and issues.

SOCIAL MEDIA MIX



An official Her-Wallet Instagram page, posting content **3 times daily**.



Reported that **83%** of Instagram users **discover new products** through Instagram Ads therefore carrying out both Promoted in feed posts and stories as ads with a swipe up that lands users to either play store or App store to download the app is essential.



Community **engagement** to grow the page to increase followers.



Tag content with a personalised hashtag **#HerWallet #LadiesTable**.



Latest Her-wallet **updates..**

SOCIAL MEDIA MIX



According to Facebook Audience insights, Saudi women aged between 25–35 make up 51%. Followed by **21% of women** aged between 35 to 44 as the second highest age group. The **third highest** would be the age group of 18–24 making up 18%. Lastly, 45 to 55 make up 7% and 2% 55 to 66 and above.



An official Her–Wallet facebook page, posting **3 times daily**.



Providing links to articles, tutorials, helpful tips and tricks on the facebook page in **support** of the article and financial resources section within the app



User engagement. Creating a sense of **community** through dialogue and conversation.



Tag content with a personalised **hashtag** #HerWallet #LadiesTable.

SOCIAL MEDIA MIX



YouTube **banner** promoting Her-wallet app with a call to action.



Non skippable 22 seconds youtube video ad.



Non skippable 5 seconds still banner ad with a call to action

SOCIAL MEDIA MIX

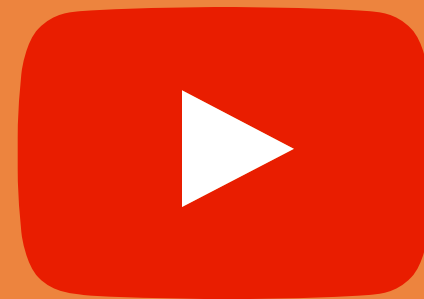


Her-wallet **Linkedin** page.

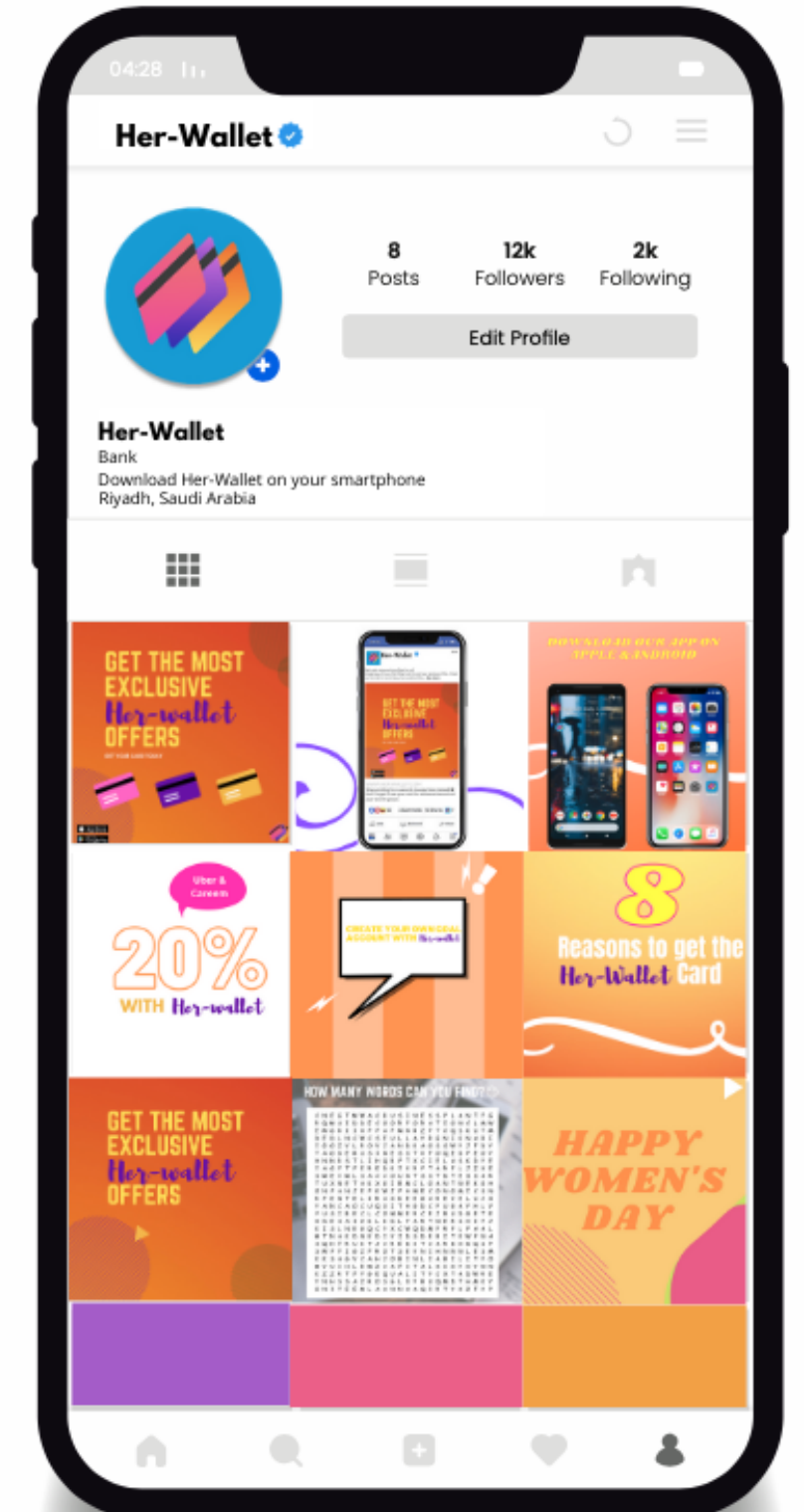
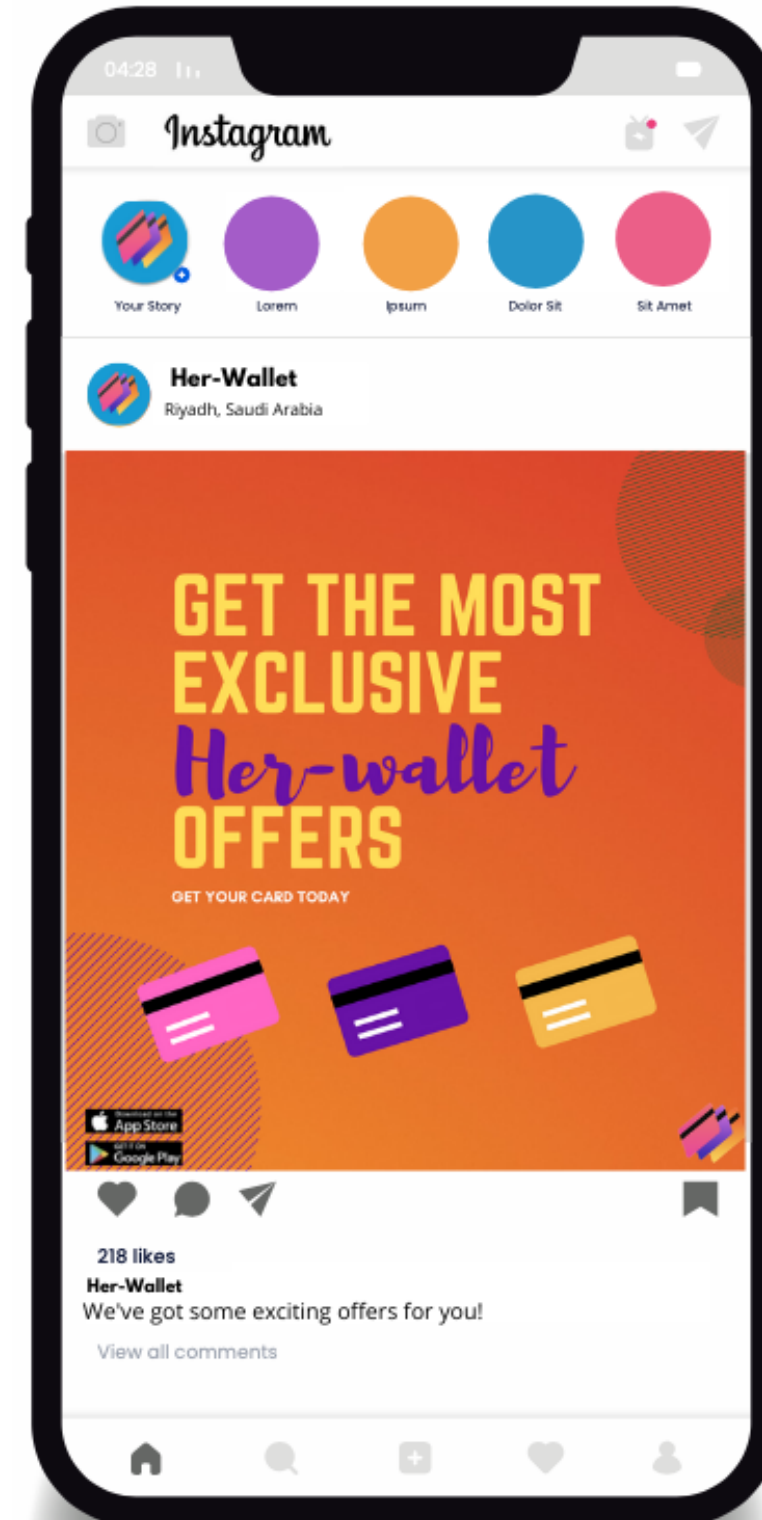
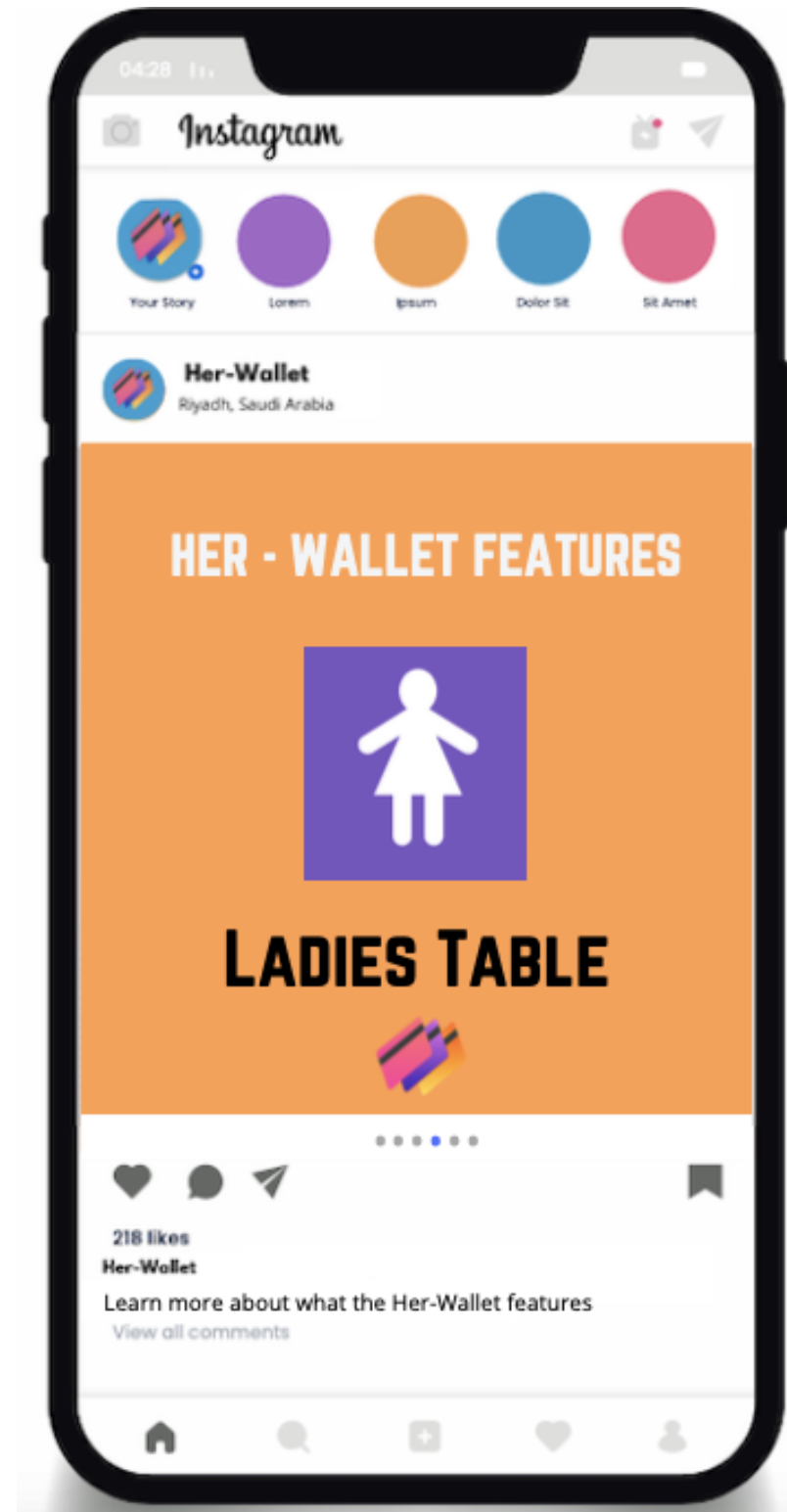


Posting **relevant** articles 4 times a week.

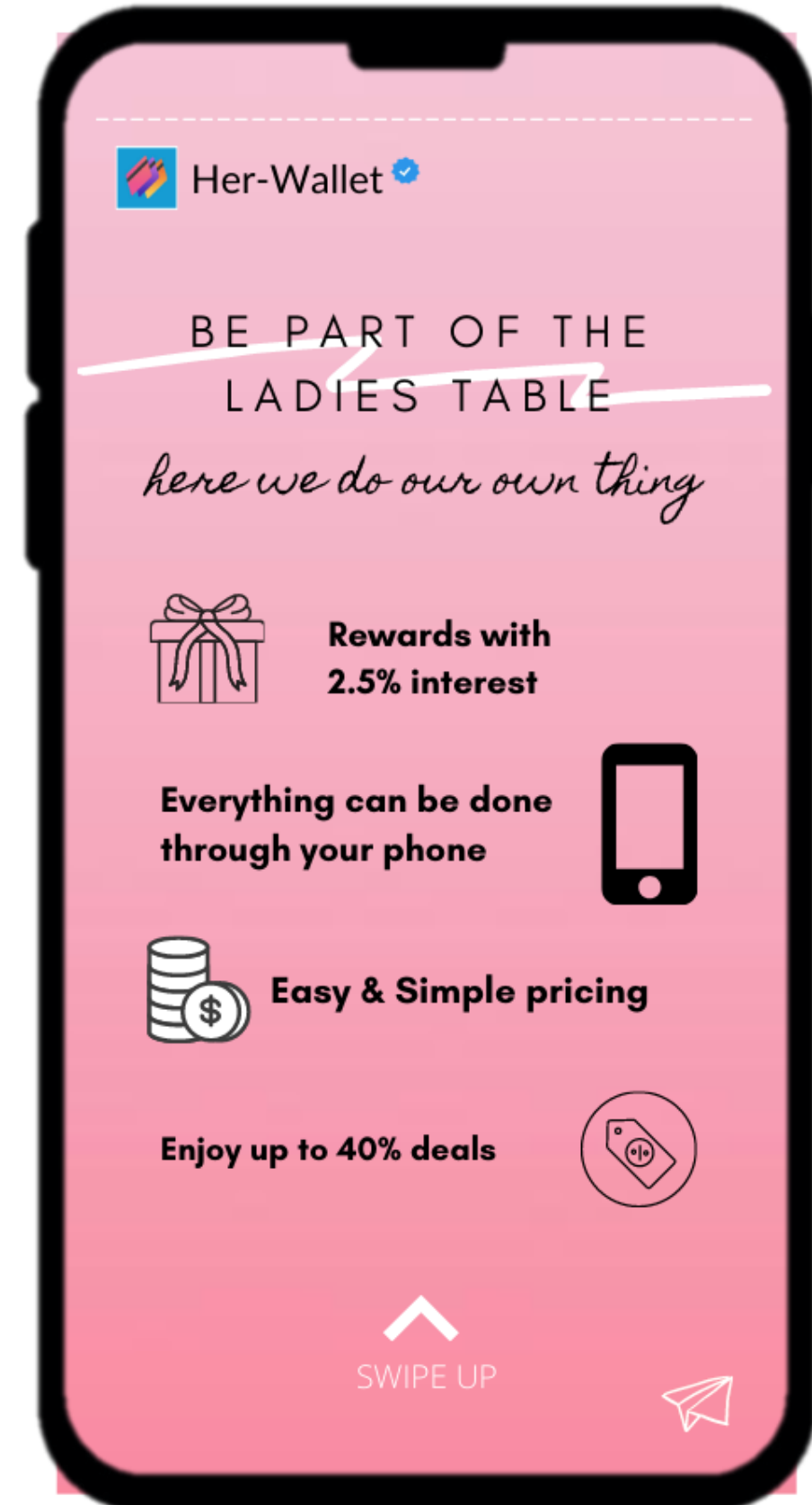
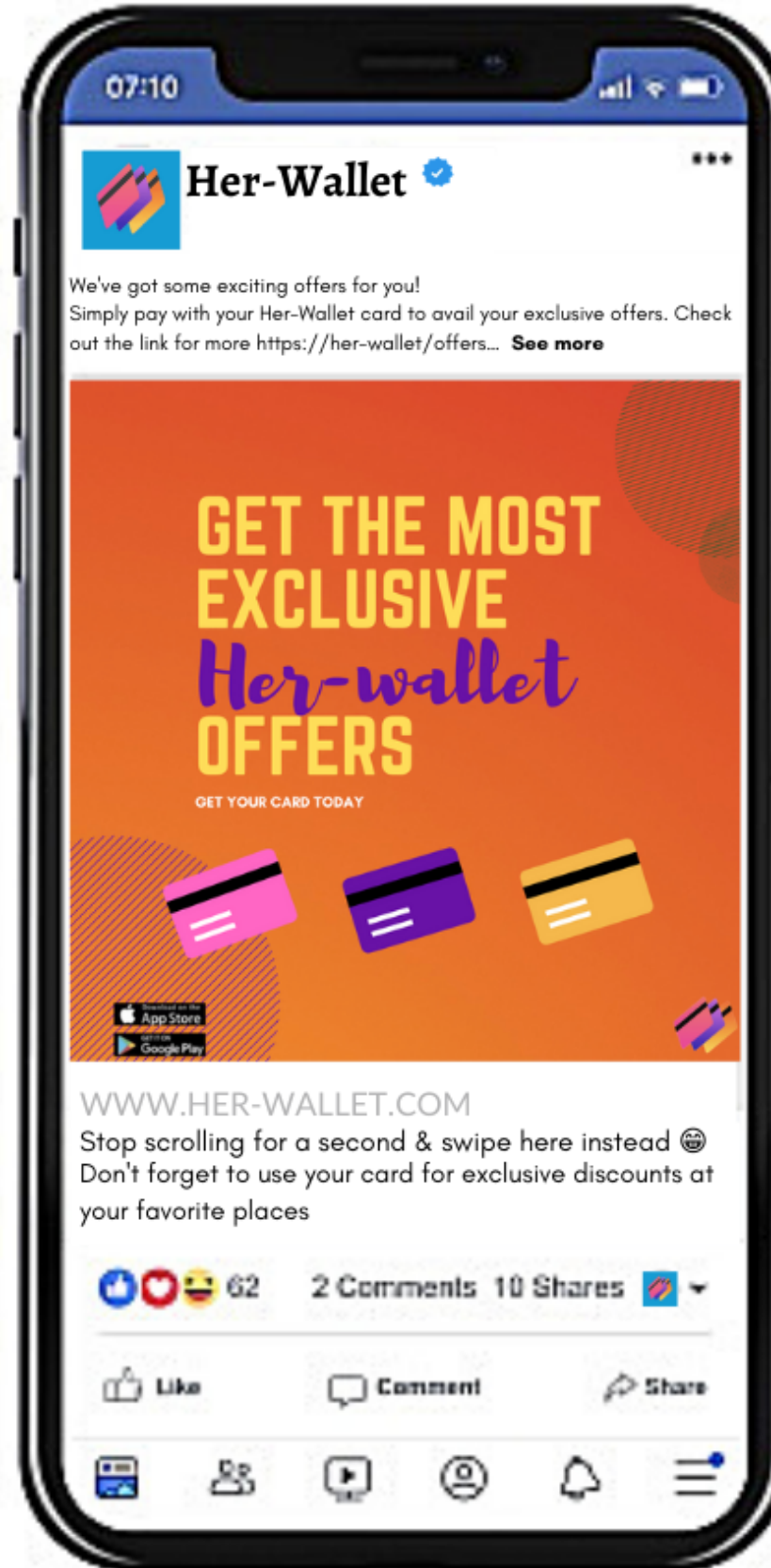
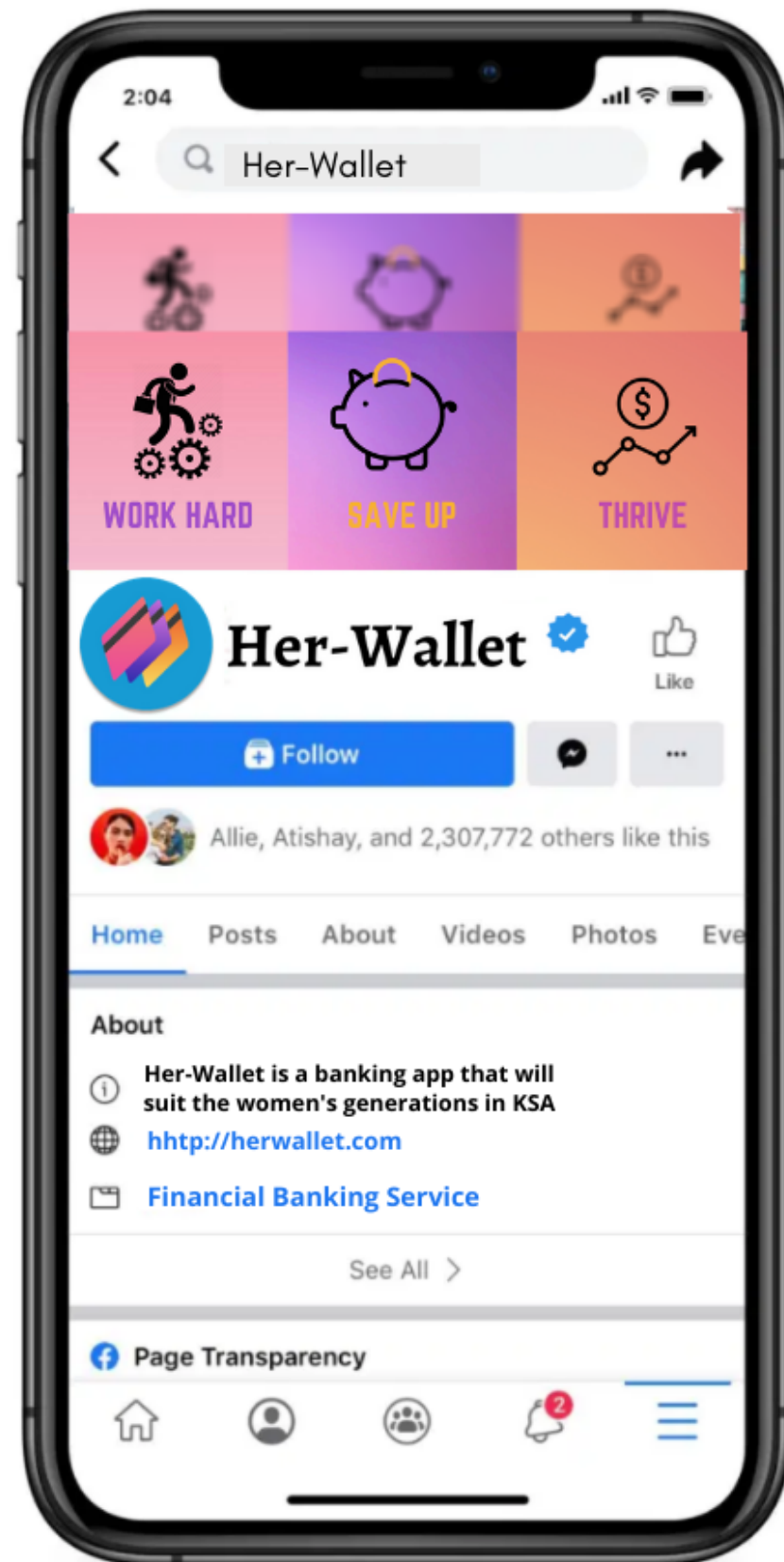
SOCIAL MEDIA EXECUTION



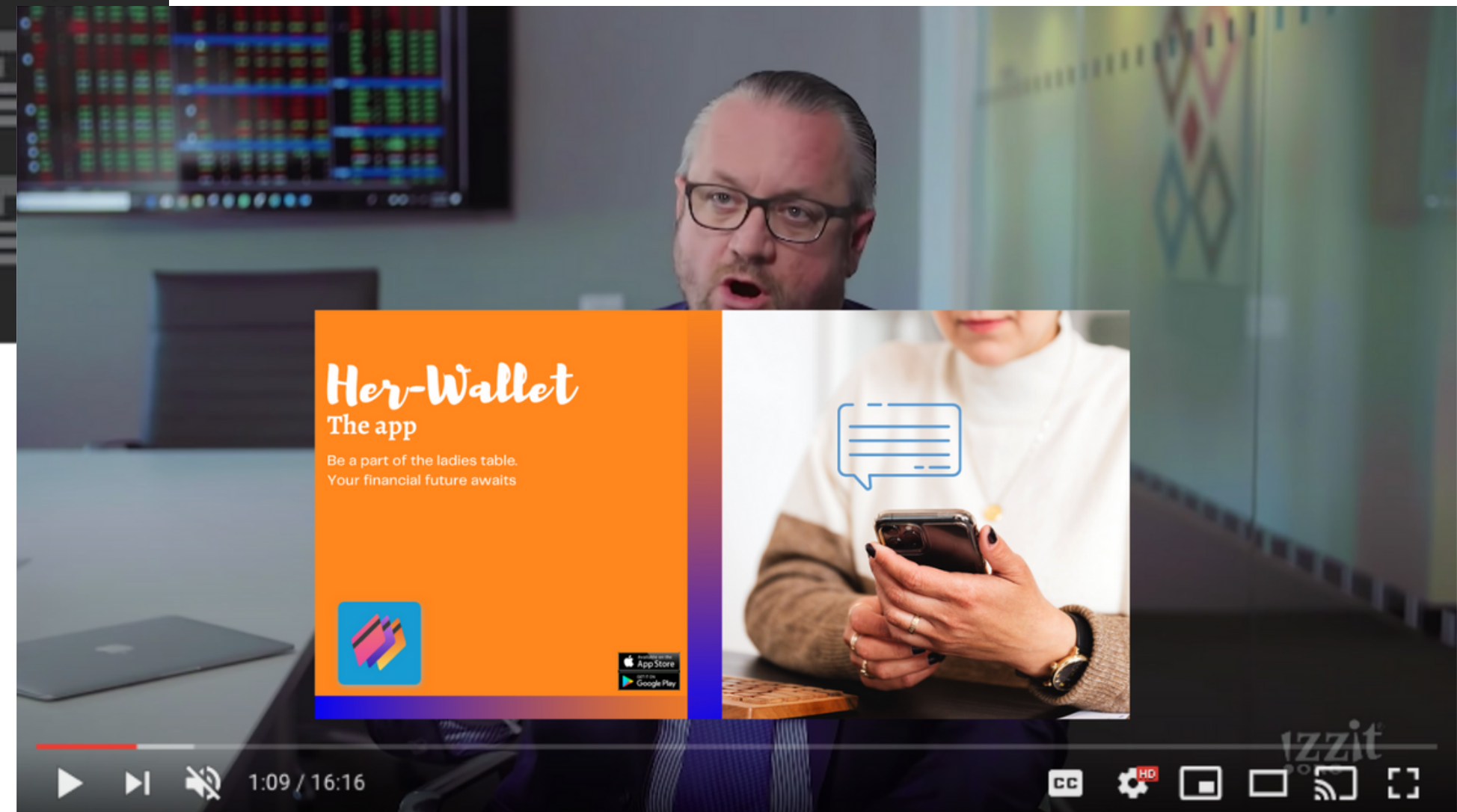
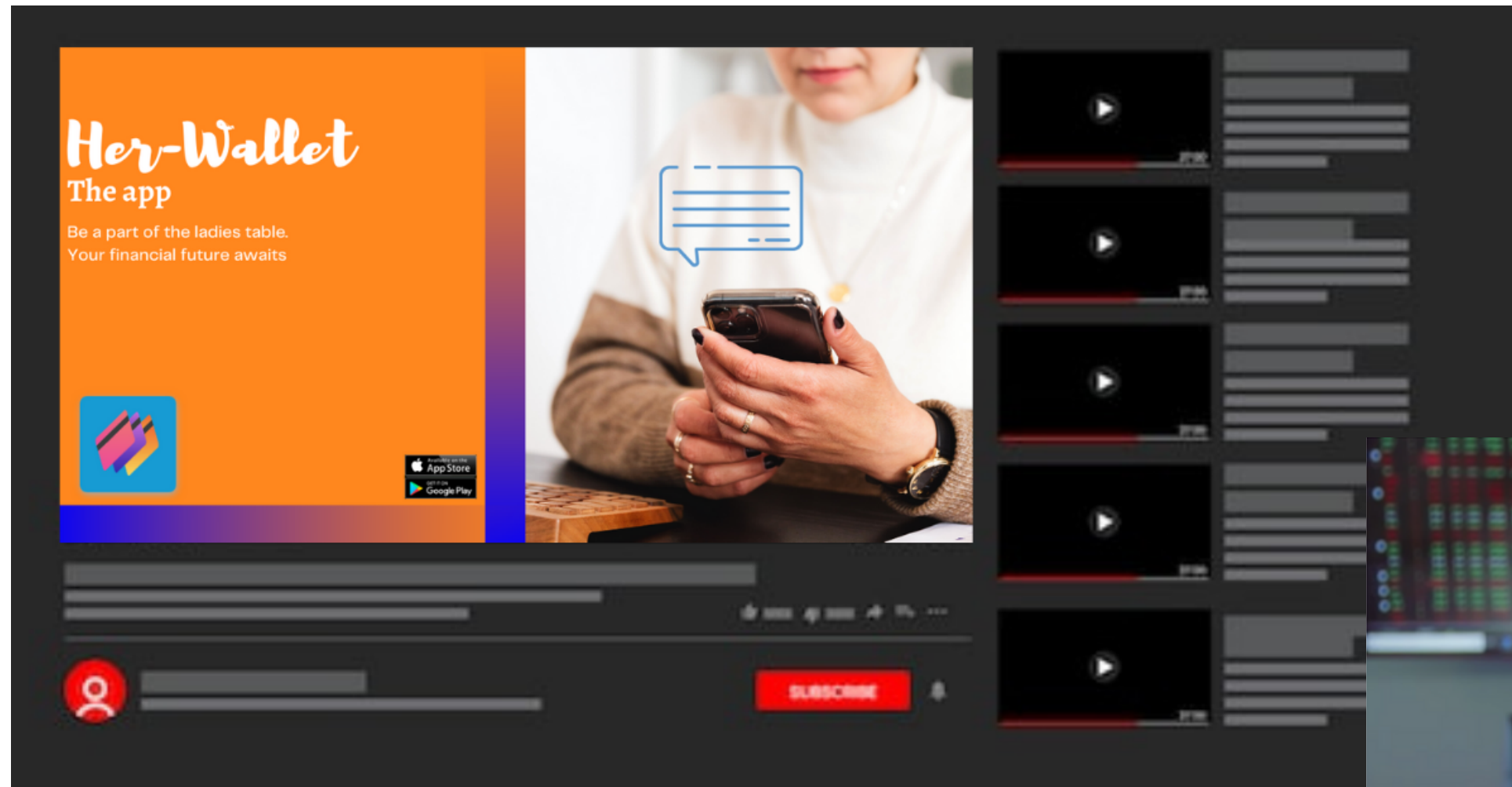
INSTAGRAM



FACEBOOK



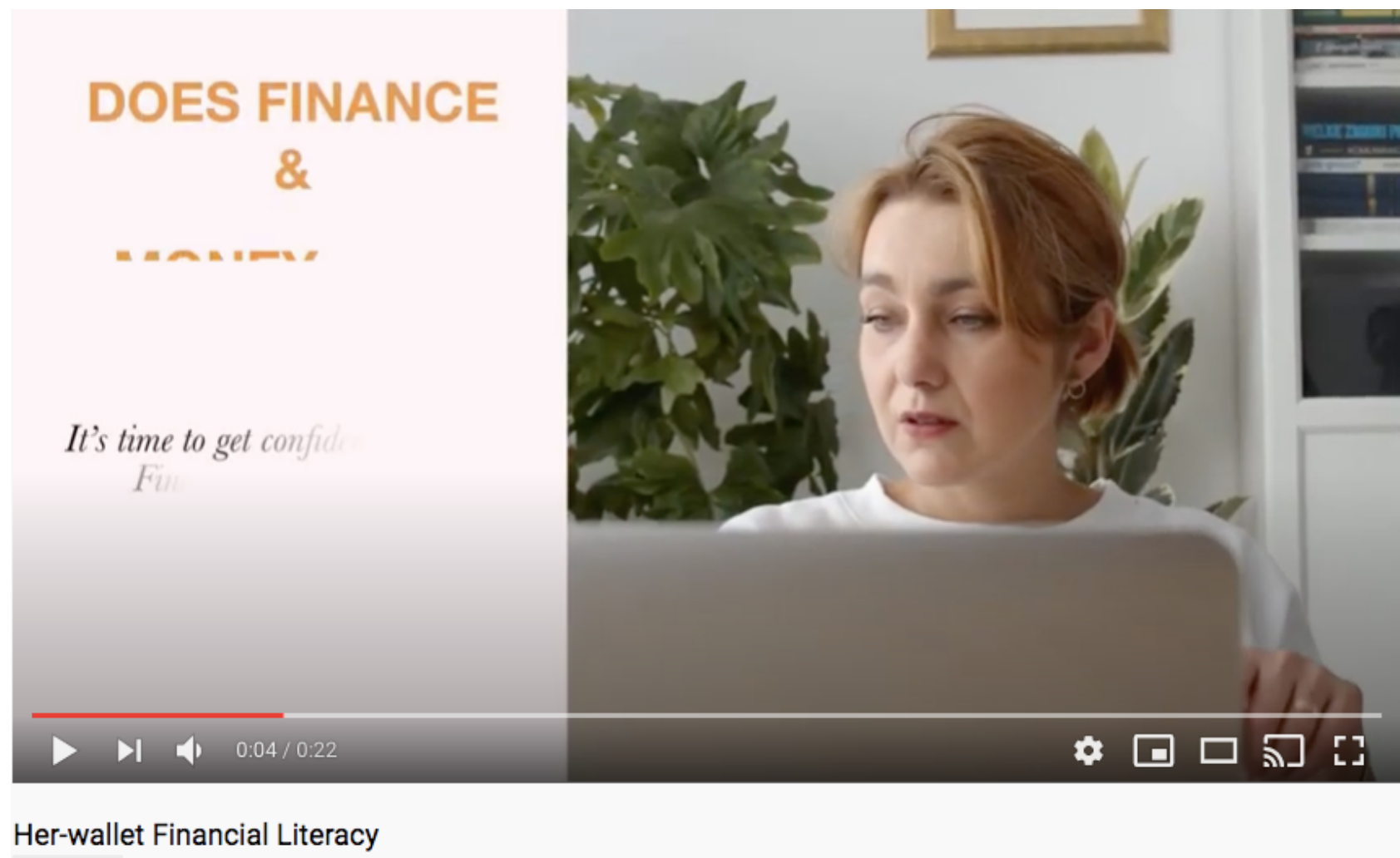
YOUTUBE



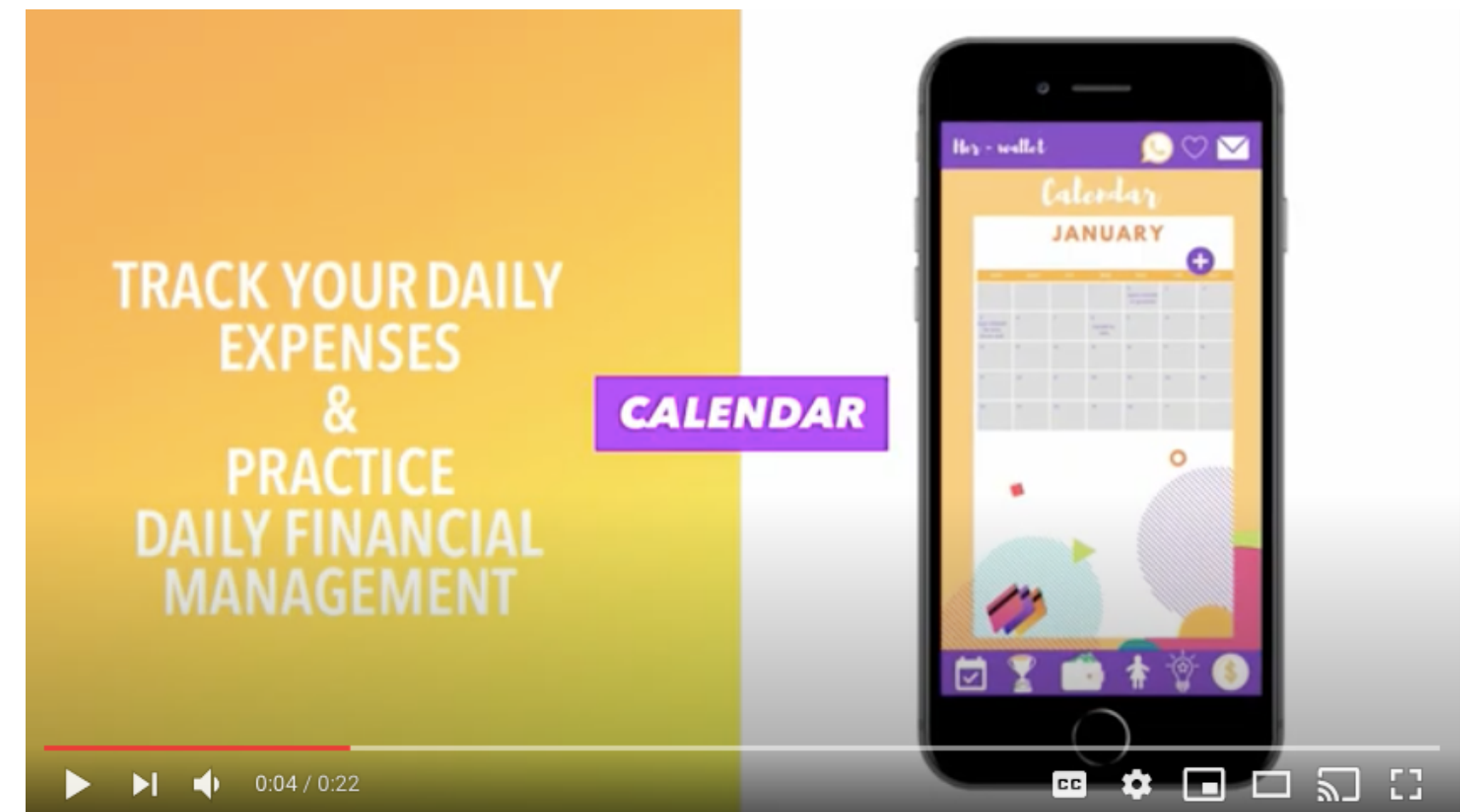
Financial Literacy - Full Video

YOUTUBE

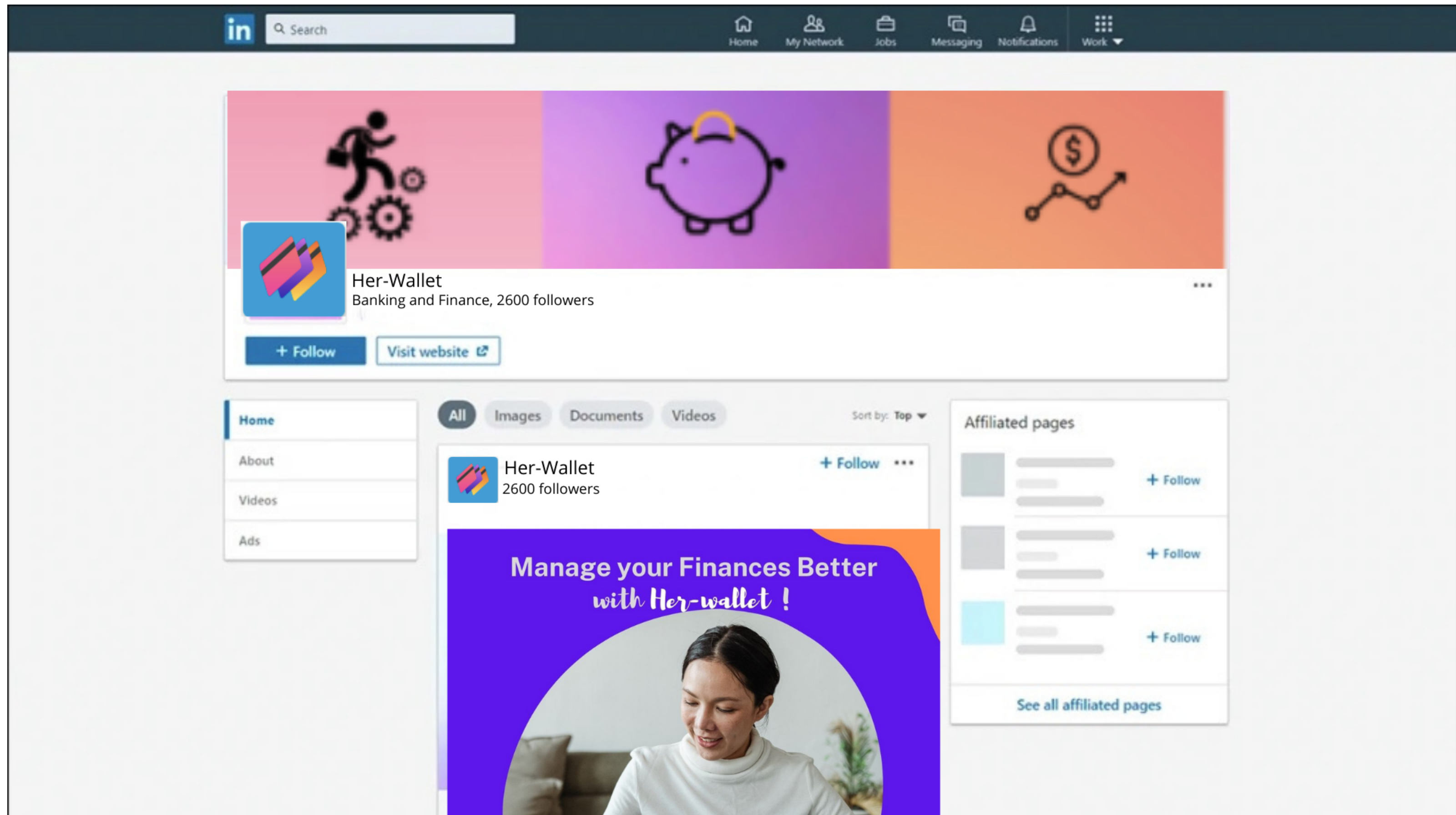
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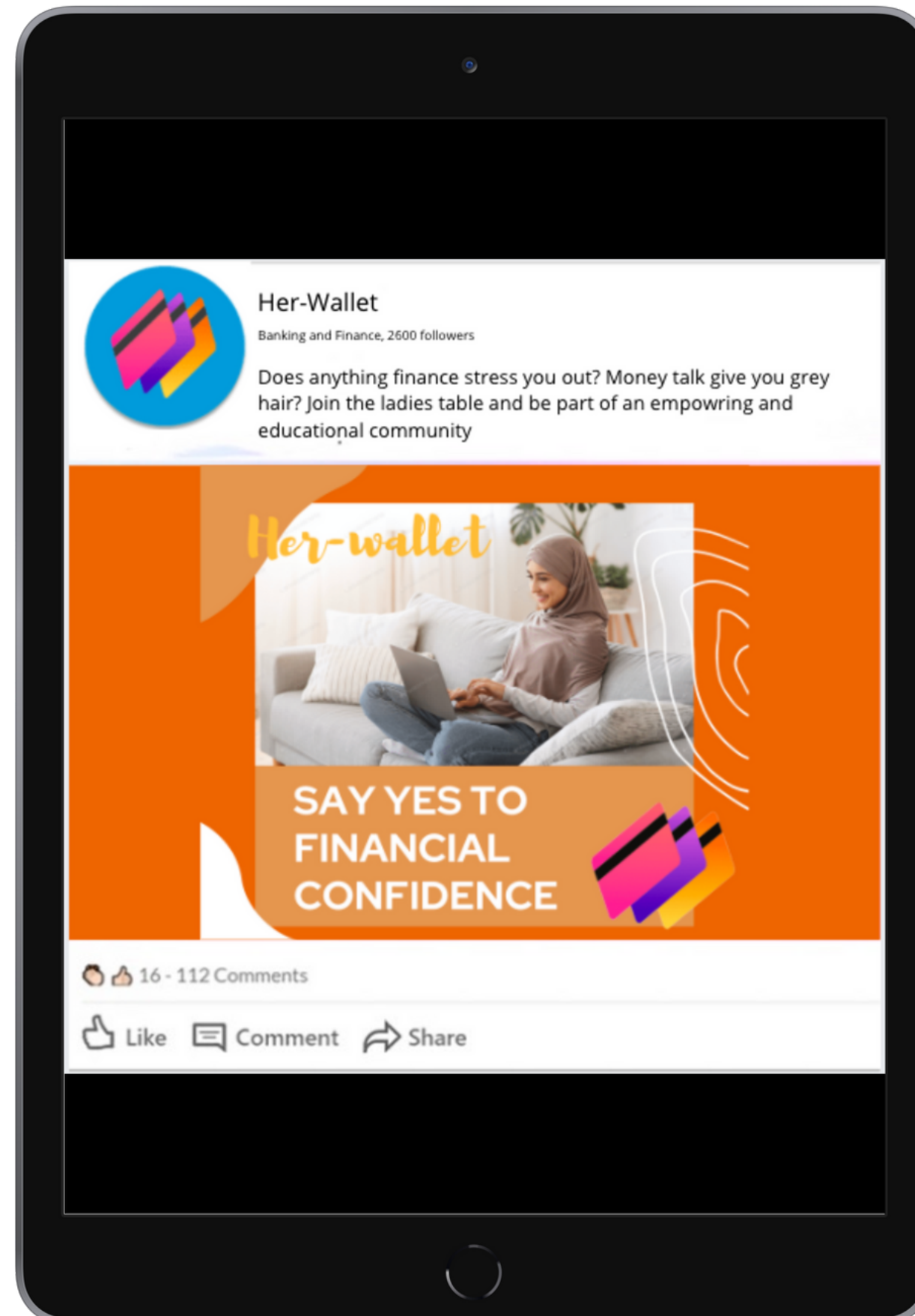
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