

Engaging 60k employees along the brand relaunch journey

Brand relaunch internal microsite

A digital platform served as a single access point guiding employee to the most relevant content related to the brand relaunch. The engagement program was launched on June 1, three months before the external launch, with new content added weekly.

June 1 Message from Sergio

Sergio Ermotti kicks off the internal engagement program with a message to all employees.

June Preview video

A short animated video explains why UBS is re-launching the brand and what employees can expect in the weeks and months ahead.

June 1 UBS brand house

The foundation of the evolved brand is illustrated in the interactive UBS brand house – a nugget designed for the ones interested in the elements behind the brand backed by research.

Launch week/unique visitors: 35,069

June 10 Brand design game

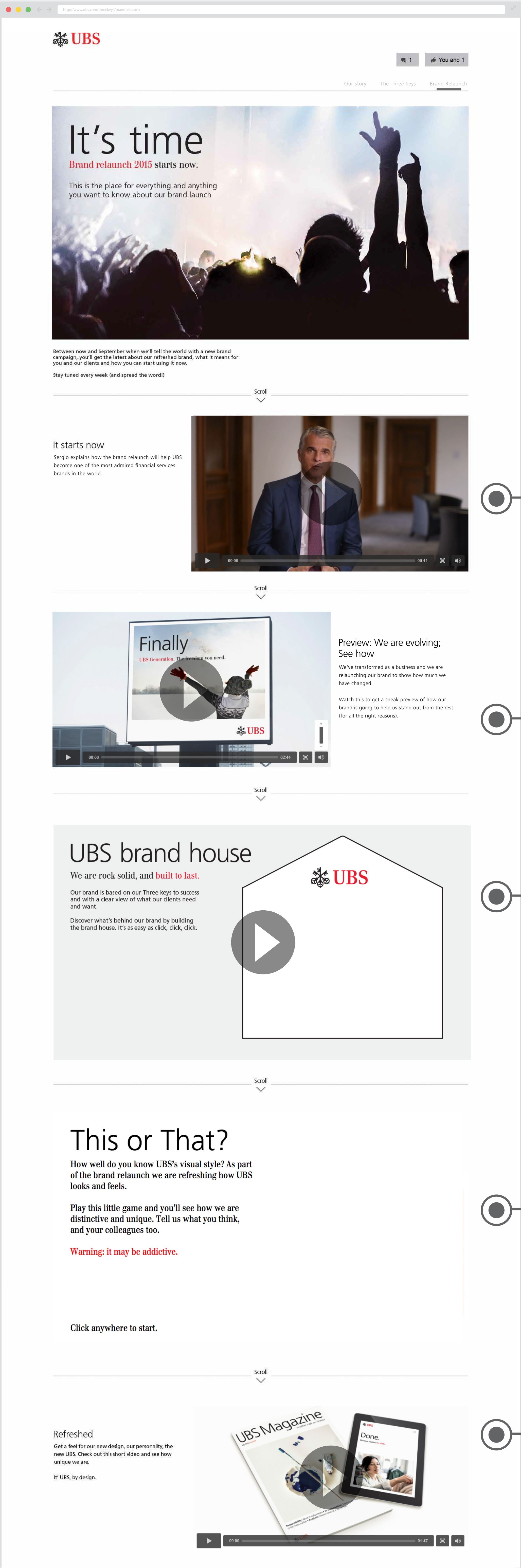
After the initial burst, employees can explore the new brand design and test their knowledge in a playful and addictive way.

Unique visitors: 24,722

June 15 Brand design video

In addition to the game, a short video educates employees about the new brand design and imagery.

Unique visitors: 17,316





Tone of voice email video

Write right video

Language matters

Good things come in threes. So does our tone of voice. With three simple rules to make people understand, believe and like what we write: clear, convincing and just the right amount of charm.

Creating together

You've already seen many of the building blocks of our refreshed brand. Now it's time to show you more about what's behind the new brand campaign we're launching to the world in September.

Create together with
Damilola Odusote

Hi, I'm Damilola Oduosote. I understand that you are all about collaboration. I am too. I want to create a special piece of art with you to mark the relaunch of your brand. All you have to do is answer this simple question: If UBS was a city what would make it perfect?

I'll be drawing my own version of four cities from across the UBS network: Zurich, London, New York and Hong Kong. Let's create them together.

Damilola Odusote
Artist

What would make it **optimistic**?

What optimistic by nature means for us, and our clients:

It's why we never give up, can look at things from different angles and are brave enough to think differently and change when we need to. This is the attitude we share with our clients in helping them achieve their goals.

"Optimism is essential to achievement and it is also the foundation of courage and true progress."
- Nicholas Murray Butler

Select your optimistic elements (10 max) **Don't over think it**



Tell us what else would make the city optimistic? (50 words max)

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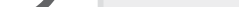
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Creating together intro video

Damilola introduction

Artist collaboration submissions



Future

Video series

Brand campaign (Sept 1)

Employees get a preview of the campaign just before September 1 and know what they need to do.