



## CREDIT SUISSE

Credit Suisse Asset Management (CSAM) was built through various acquisitions by parent bank Credit Suisse, but lacked a coherent or competitive global position both internally and externally. Using the Leadership Equity Model™ to compare CSAM's positioning with competitors, it became clear that

most other global asset managers still relied on bold, functional performance claims as the basis for their brand. CSAM chose to differentiate itself by creating an identity brand positioning – demonstrating its understanding of investors' objectives, and adopting a shared perspective on investment.

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## The Brand Vision process applied to repositioning a global leader

Bringing the brand vision to life was accomplished via a multiple Identity brand strategy titled “The Reason to Invest,” making a claim that the target audience could easily agree with: the brand shares their beliefs and is clearly on their side. The strength of the statement relates to making a differentiating and competitive promise by understanding the client’s world and seeing issues from their perspective.

“The reason to invest” became the core expression of the CSAM Brand Vision. Further repositioning resulted in creating an international brand book and implementation guide issued to all staff in five languages. Further expansion of both the cosmopolitan investing campaign and the investment knowledge campaign ultimately resulted in a highly successful repositioning of Credit Suisse Asset Management.

