

150th Anniversary
Celebration for
Standard Chartered Bank

STANDARD
CHARTERED
BANK

Marking a Major Milestone for a Long-established Bank

Leading financial institution Standard Chartered Bank was celebrating its 150th anniversary and needed to send a powerful message about the company as the leading bank in Asia to all of its stakeholders.

Business Strategy

Brand Strategy

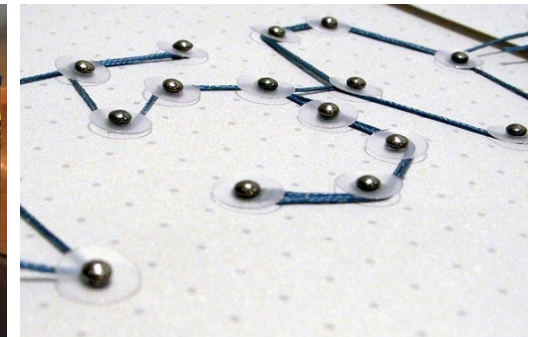
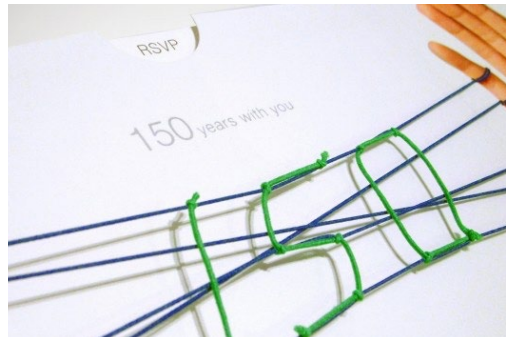
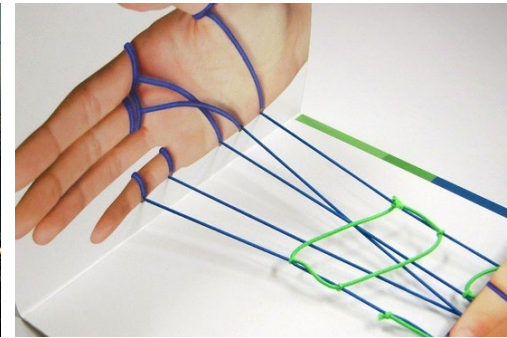
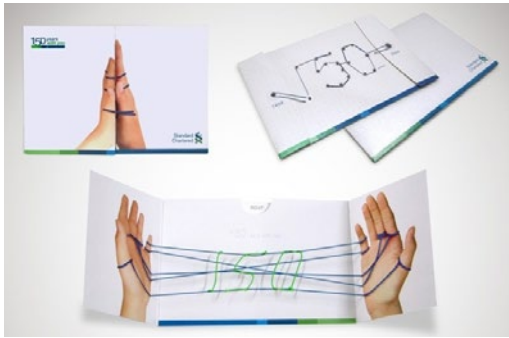
Design and Touchpoints

- Event Management
- Event Identity
- Venue Decoration
- Invitation Card Design
- Live Performance
- Press Release

Digital & Social Media

Standard Chartered Bank Event Promotion for 150th Anniversary Celebration

Delivering a Strong Message about the Leading Bank in Asia



As one of Asia's leading live corporate event organisers and design agencies, Base Creative helped Standard Chartered to create one of the region's largest and highest profile events, while delivering strong visual communications and technical support that would meet with the client's needs and desired outcomes.

Scope of Work

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