



german
brand
award
'19
gold



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#PositiveImpact wins gold at 2019 German Brand Awards.

#PositiveImpact was named 'Best Integrated Campaign' at the prestigious 2019 German Brand Awards – a category won previously by brands such as *Zurich Insurance* and *Deutsche Telekom*.

The jury praised Deutsche Bank's ambition to create a dialogue about its role serving clients, society and the economy, while at the same time uniting its employees behind a common goal via a new purpose for the bank. It also commented on how the campaign had taken a courageous approach that signals a new openness to the outside world while promoting global togetherness across the organisation.

Global Head of Brand Communications & CSR Lareena Hilton said: "We're thrilled to win this award in a category featuring

some very well-known global brands. The jury noted how #PositiveImpact has created a clear sense of purpose across the bank. We made a conscious decision to launch the campaign internally first because we wanted employees to feel part of it. The response has been amazing. It's great to see colleagues engaged with why we all come to work every day and what that means for our clients."

Employee engagement with #PositiveImpact began with the internal launch of the campaign in May 2017. Colleagues have been part of the conversation ever since, through the internal #PositiveImpact hub and ongoing campaigning.

#PositiveImpact made its public debut in June 2018 using client stories from all parts of the bank. These stories are

told through ads, films and case studies, all of which describe how each client's relationship with Deutsche Bank has helped them achieve their plans and ambitions. The most recent additions are *PADI* (M&A in the US) and *Siemens* (financing new energy infrastructure in Egypt).

CEO Christian Sewing's words underline the strategic relevance of the campaign's focus on client relationships. In a recent message to employees he said: "The trust of our clients is our most precious asset. There is no better way to get positive recognition than by delivering great service to our clients."

#PositiveImpact
Some of the milestones
achieved by the campaign
over the past two years:

18m

Over 18 million videos have been watched in full on digital and social media

90%

percent of Deutsche Bank employees asked are aware of the campaign

75%

percent of employees have visited or posted something on the hub