

A hand holding a crystal ball over a sunset ocean. The crystal ball reflects the sunset and the ocean, creating a symmetrical image. The background is a soft, out-of-focus sunset over the ocean.

SHAPING THE FUTURE

Lessons from a 155 year old brand

Becky Moffat – CMO – HSBC UK
MMA - #ShapeTheFuture Conference

THE FUTURE
IS ALREADY HERE.
IT'S JUST NOT EVENLY
DISTRIBUTED YET.

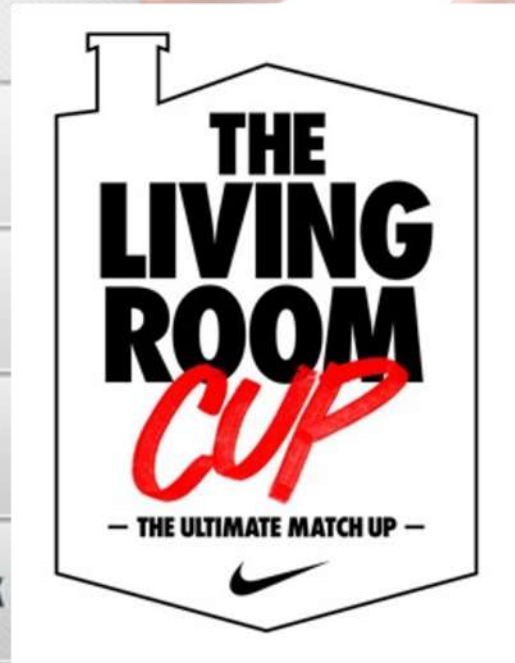
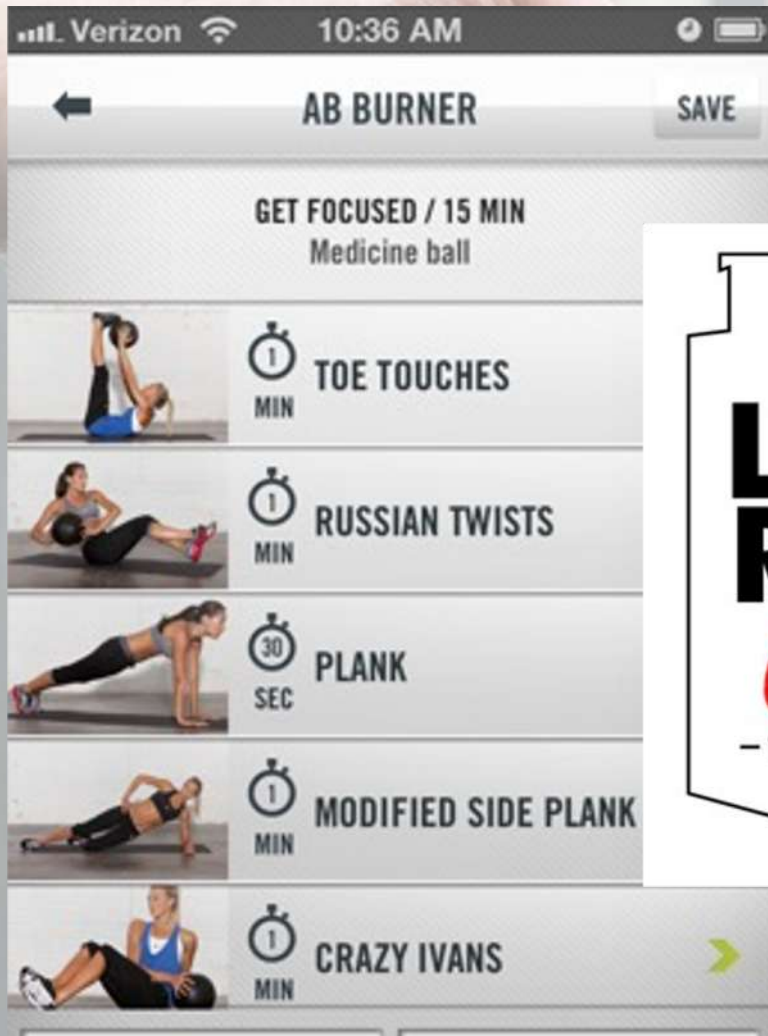
- William Gibson

Shaping our future



CONNECTIVITY

The Meaning of Connectivity has changed in a Post-COVID world





TOGETHER

**RESPONSIBILITY TO MORE
THAN JUST SHAREHOLDERS**

The brands that will do best are the ones that help their customers, communities, and shareholders grow together

“
While brands may not
have had a moral or ethical
responsibility in the past,
they absolutely do now
”

Pooj Morjaria, founder, Did They Help?

Coronavirus ▾

Black Lives Matter ▾

LGBTQ ▾

About Us ▾

Press

Support Us

Q
Search

Did they help?

**Find out how companies & celebs
reacted to the Coronavirus pandemic,
BLM movement & LGBTQ rights**

Search a company or celeb

Q

The brands that will do best are the ones that help their customers, communities, and shareholders grow together



Covid-19

Our full list of companies and their actions
regarding Covid-19

Show entries

SORT BY: Title



[TELUS](#)

Rating Added

23

05 Oct
2020



[MORRISONS](#)

15

11 Jun
2020



[Yalmar](#)

13

27 Mar
2020



HSBC

Yes!

RATING: +1



HSBC announces USD25 million to COVID-19
donation fund ([HSBC](#))

RESILIENCE AND FLEXIBILITY



Is Resilience is the New Efficiency?



Restaurants, like Dishoom, had to pivot and reassess their assets and delivery/supply chains.

ew ways to use assets and drive brand experiences for customers



With nearly all flights grounded due to COVID-19, Lithuania's largest international airport in Vilnius has been converted into a drive-in cinema.



Thai Airways has opened a pop-up restaurant in its Bangkok headquarters, so that customers missing the days of in-flight dining can get their fill.

BRAND AS AN EDUCATOR



Creators have been using tech to break down barriers of entry and understanding on key topics for new audiences

TECH • PERSONAL FINANCE

TikTok's newest viral influencers? Personal finance stars

BY POLINA MARINOVA

March 21, 2020 2:00 PM GMT



Humphrey Yang uses his TikTok channel to explain personal finance concepts.

COURTESY OF HUMPHREY YANG

Bloomberg

Markets

Hedge-Fund Titans Lose Billions to Reddit Traders Running Amok

By Katherine Burton, Hema Parmar, and Melissa Karsh

28 January 2021, 02:28 GMT Updated on 28 January 2021, 23:52 GMT

Most I

FINANCE

How much a \$ investment was worth today, after the market hit rock bottom

BY CHRIS MORRIS

FINANCE

A 'large number' of stimulus checks coming in the here's when you expect your pay

BY ANNE SHADE

RETAIL

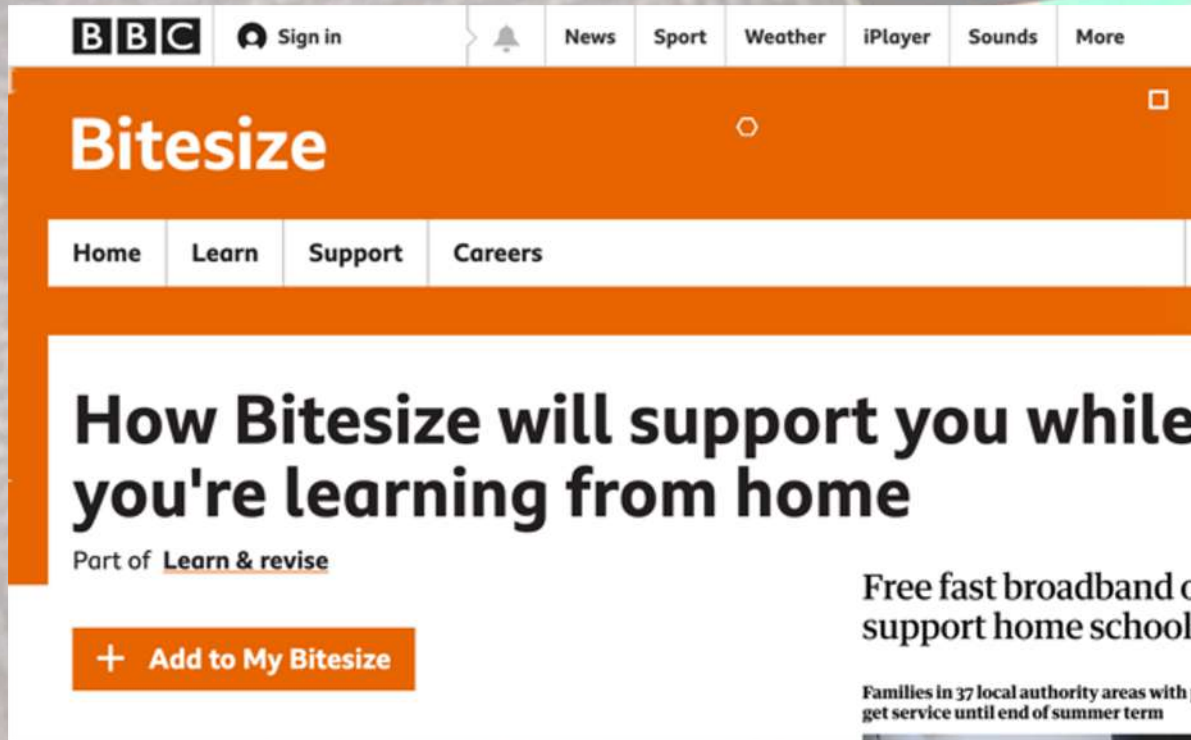
A running list of stuff you can't find showing your vaccine card



Many people have looked to take

Which is clearly having real world

Brands and marketers have an opportunity to step in ...But also a responsibility



HSBC UK has partnered with Young Money to support kids with Financial Education programs



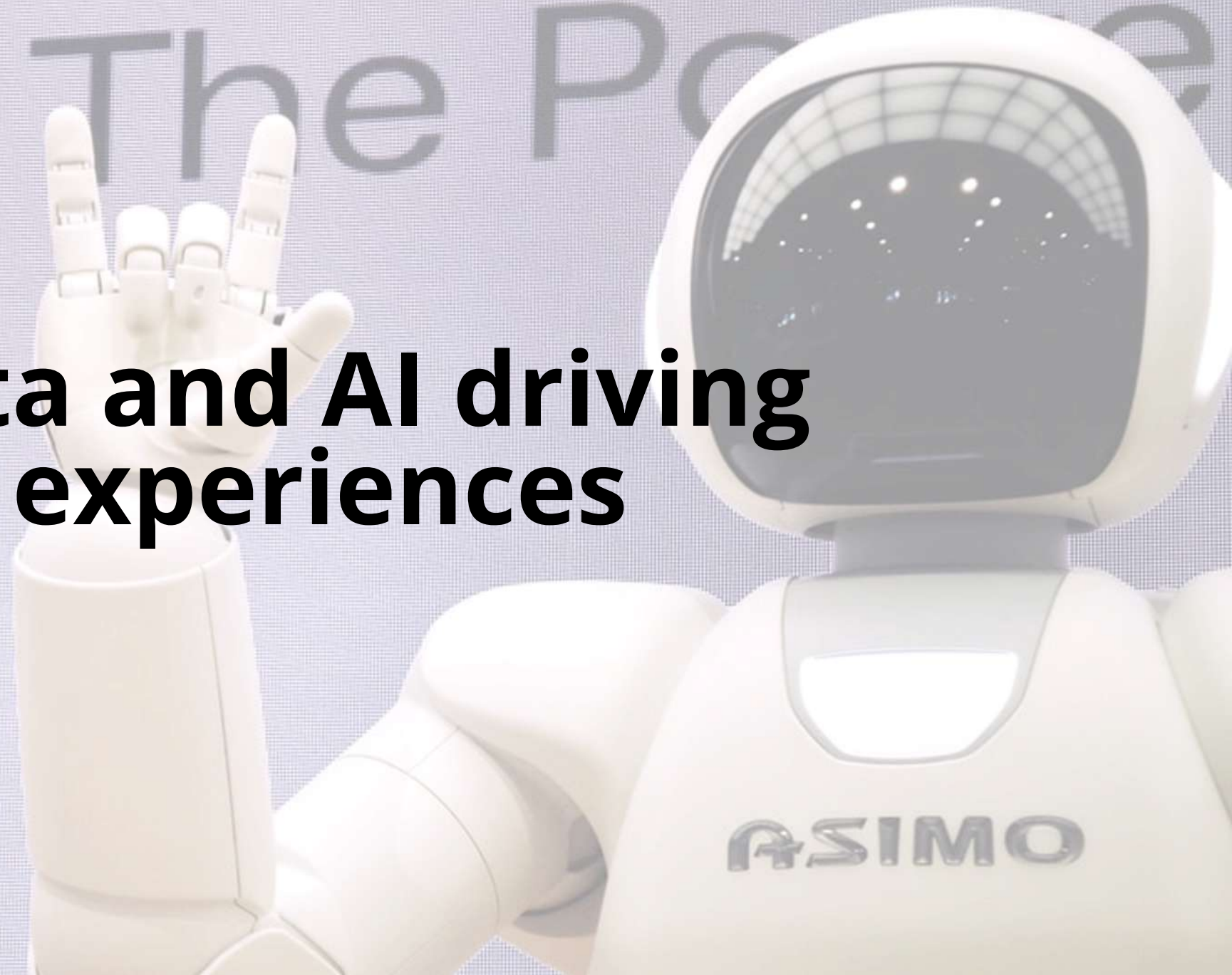
Free fast broadband offered in UK to support home schooling

Families in 37 local authority areas with poor or no connection can get service until end of summer term



The BBC evolved its e-learning programs and broadband companies made high speed internet more accessible to support home-schooling

Data and AI driving experiences



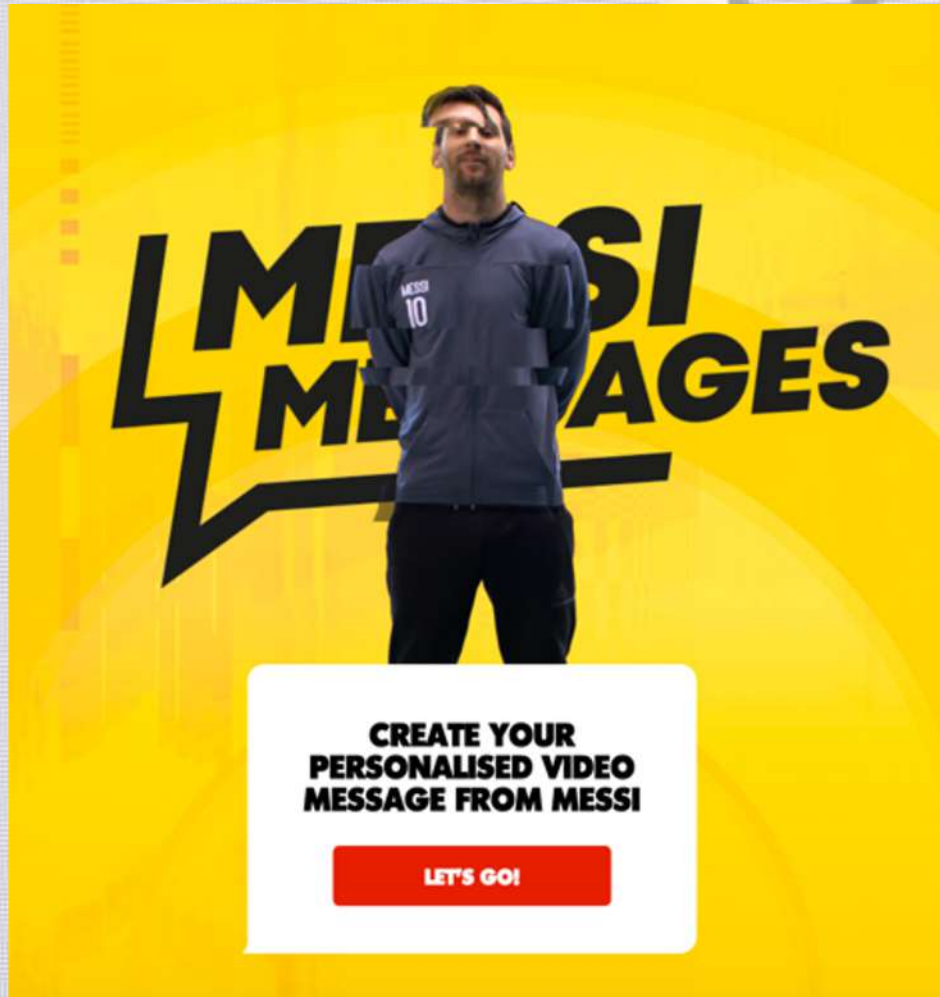
A: Wage growth — the missing piece in the UK's job market recovery — remained sluggish. Total average earnings growth fell from 2.1 per cent to 1.8 per cent, although this partly reflected volatile bonuses. Regular wage growth — which strips out that factor — held steady at 2.2 per cent. This is roughly half the speed that was typical before the recession.

B: A key challenge for the UK economy for the last several quarters has been poor wage growth driven in part by an influx of cheap labour, which has also clouded productivity measurement. On a unit basis, workers are essentially working more to produce less. Broadly speaking, the UK economy continues to be on an upward trend and while it has yet to return to prerecession, goldilocks years it is undoubtedly in better shape.

“Apple’s holiday earnings for 2014 were record shattering. The company earned an \$18 billion profit on \$74.6 billion in revenue. That profit was more than any company had ever earned in history.”

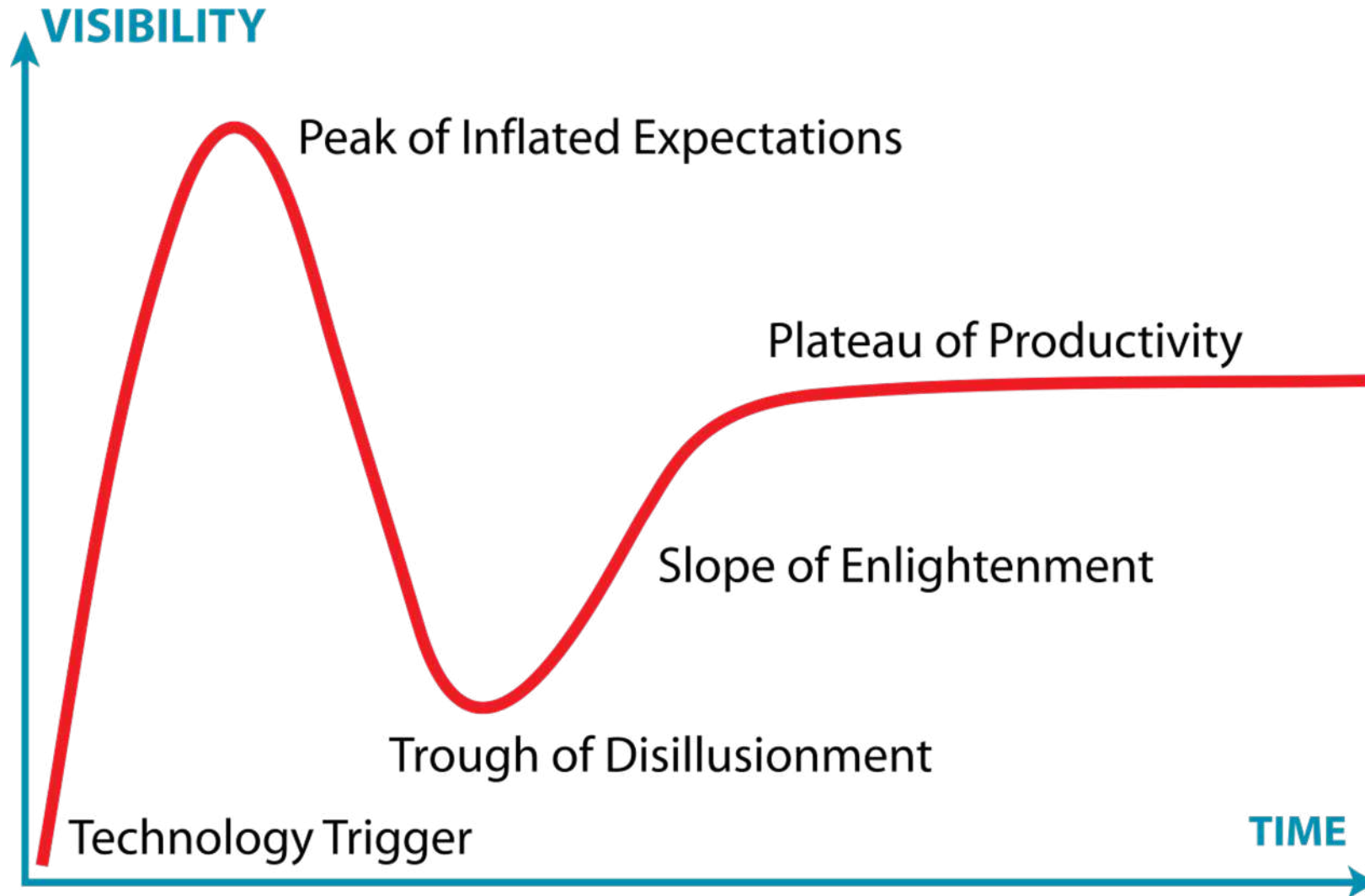
“When I in dreams behold thy fairest shade
Whose shade in dreams doth wake the sleeping
morn
The daytime shadow of my love betray’d
Lends hideous night to dreaming’s faded form.”

Some brands have already started using this 'deep fake' tech to engage audiences

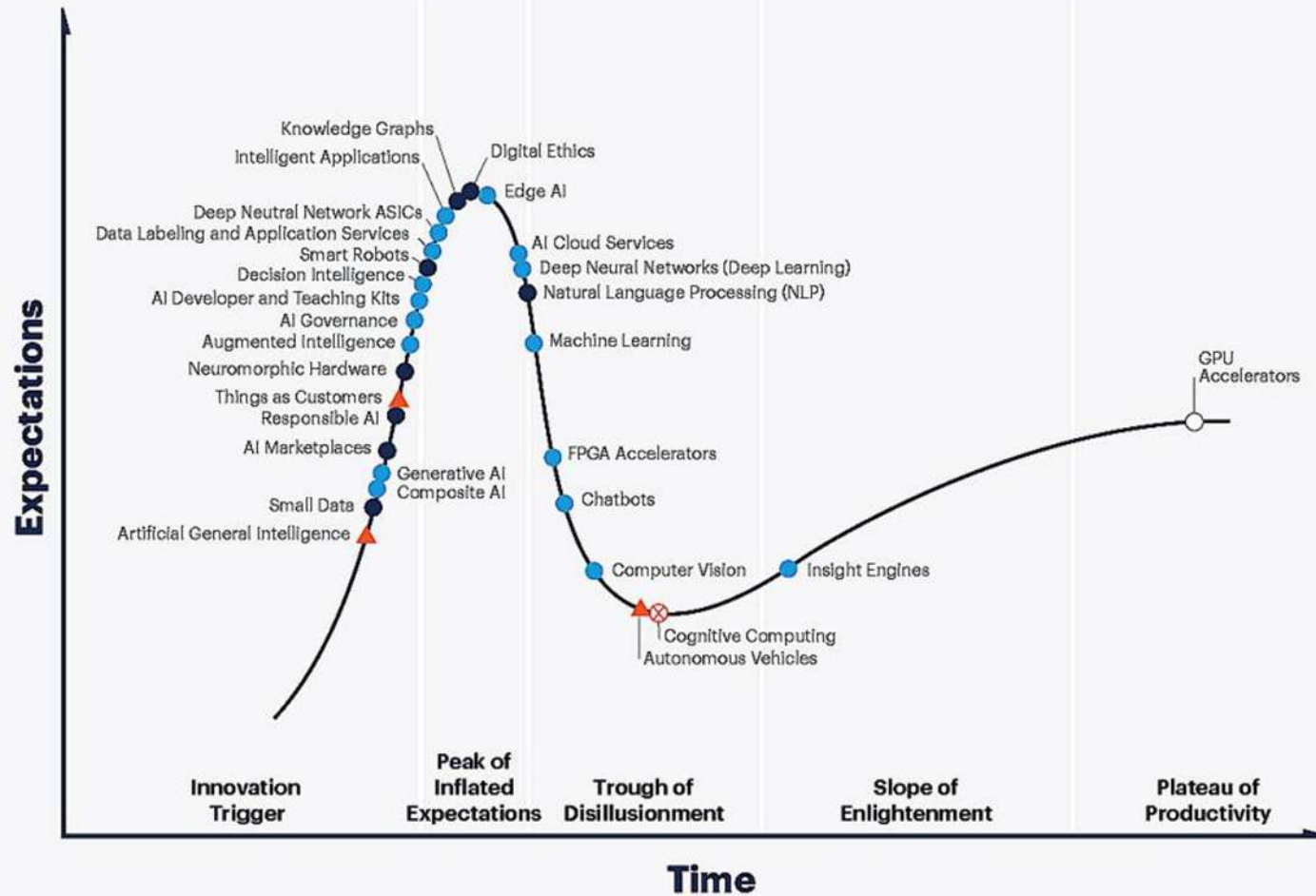


So how do you know what will shape the future and what's just a flash in the pan?

Many of you have probably heard of the Gartner Hype Cycle



Hype Cycle for Artificial Intelligence, 2020



Plateau will be reached:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

⊗ obsolete before plateau

As of July 2020

gartner.com/SmarterWithGartner

Source: Gartner
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Gartner

Not every trend we're fascinated with will make it out of the trough of disillusionment alive.

We still have a few more years we might be enlightened again with chatbots

(Just look at how long it took QR Codes to make a comeback)

So you watch, play, learn, but don't get lost in the woods.

**So what's our solution to
dealing with something as
slippery as 'The Future'?**



Adopt a different mindset

Excellence as a Fast Follower

First Movers have a 48% failure rate

**Fast Followers take control market share and have a failure rate
of 8%**

The 70-20-10 model

70%

Now

20%

New

10%

Next

THANK YOU