



**ALLEGRAVITA**  
北京乐微塔营销咨询有限公司  
PR & STRATEGIC COMMUNICATIONS  
FOR CHINA AND THE WORLD  
公关传媒·专注中国·服务世界



**中國銀行**  
BANK OF CHINA



**CASE STUDY: BANK OF CHINA  
MARKET RESEARCH**

China's flagship bank is the State-owned Bank of China. With capital holdings of \$2.6BB, it is the 4th largest bank in the world. Allegravita provided one year of market research and analysis for the Bank, to help enhance understanding of the banking needs and expectations of foreign expatriates living and working in China.

Market research, focus groups, analysis and reporting.

In 2006, with the arrival of tens of thousands of foreign experts into Beijing, where they were supporting the upcoming Beijing 2008 Olympic Games and Paralympics, the Bank of China engaged Allegravita.

Our brief was to develop a series of 10 focus groups, across 10 market segments that Allegravita assisted the Bank to identify. Each market segment represented a type of potential high-value account holder, such as diplomats, engineers, and various cultural-language groups.

#### **OUR PLAN:**

Allegravita implemented the focus group program in November 2006, concluding in April 2007.

Working closely with the Bank's Beijing marketing leadership, Allegravita developed an excellent understanding of the individual needs, likes, dislikes and frustrations encountered by foreign experts working long hours in demanding jobs in China.

#### **IMPLEMENTATION:**

Focus groups were carefully transcribed and analysed, and three marketing workshops were then held with the Bank's senior marketing leaders. By June 2007, the Bank of China was able to develop special invitation-only Chinese banking service offerings. Allegravita was retained through 2007 to promote these packages to resident expatriates. While the Bank does not publicly release customer acquisition data, Allegravita is approved to report that the Beijing branches of the Bank of China had never had such a strong performance in high-value expatriate customer acquisition. Allegravita's polling of sample new customers supported the Bank to ensure excellent retention results as well.



#### **RESULTS:**

Through years of our founding partners' ties to Chinese government, Allegravita has developed and fostered powerful and strategic partnerships. Simon Cousins, Allegravita's CEO, began his tenure in China working for the Beijing Municipal Government Information Office, and Catherine Davis, Allegravita's co-founder and director, worked with the Chinese Ministry of Education. Allegravita was the perfect partner for the Bank of China.

