



# Newsflash

27<sup>th</sup> November 2015



## The Custodian Principles recognised as Marketing Campaign of the Year

**Last night KAS BANK was awarded European Marketing Campaign of the Year for our Custodian Principles at the Funds Europe Awards in London.**

### Unique approach

Our Custodian Principles were recognised by the judges as a truly unique campaign, which stood out among stiff competition. Over the last year many large firms have rebranded in the Financial Services Industry, yet in the end the Custodian Principles made a real impact on the judges.

### Our Principles – Secure, Protect, Develop

In February 2015, KAS BANK launched a new concept designed to raise the standards of Custodianship in our three home markets of the Netherlands, UK and Germany. In developing this concept we created a series of mini-documentaries in partnership with other types of custodians in their own areas of expertise – arts & heritage, exploration, ecology and science.

We then developed our core Principles at KAS BANK – Secure, Protect, Develop – which offer a set of distinct cultural and moral values that define who we are and how we constantly seek to act in the customer's best interest. We believe these values should set a standard for the industry to which all Custodians should aspire to follow in common with our principles.

We believe the strong values transmitted through this campaign and the quality of the creative involved in the design and implementation of the Custodian Principles make this concept different to any other produced by a service provider in the financial services industry.

### Be inspired

As we were inspired by the intriguing stories of our fellow custodians: Helga Hengge , Mountaineer & Key Note Speaker; Dr. Alexander Sturgis, Director of the Ashmolean Museum in Oxford; Willie Smits, Microbiologist and Conservationist; and Vincent Icke, Astrophysicist - by exploring the Custodian Principles through our series of [mini-documentaries](#).

### Contact

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