

HSBC 匯豐

RAINBOW LIONS

HSBC 



EXECUTIVE SUMMARY

HSBC set out to spark a conversation about LGBT progress in Hong Kong and champion LGBT inclusion. What they did quickly became a global news story.

With a budget of just GBP 180,000 and two of Hong Kong's most famous icons, the two lions that guard HSBC, the bank was able to get an entire city talking about LGBT – a topic which is still taboo in traditional Chinese society.

HSBC commissioned one of Hong Kong's leading gay artists to reimagine the iconic lions as symbols of LGBT Pride and a united society on one condition: the artist had to design the lions in collaboration with the bank's Feng Shui master, ensuring traditional Feng Shui principles were applied.

Rainbow lions were projected onto HSBC's main building, while a tram shelter takeover featuring employee's names and messages of support combined with social media amplified the campaign further.

Amidst heated debate, and even calls to remove the lions, HSBC stood by its values and was buoyed by overwhelming public support.

The campaign garnered over HK\$6,333,000 in PR value. The HSBC Pride employee network grew over 340%. HSBC's Facebook post engagement rate was 21.2% vs industry average 1-2% and 99.2% of Facebook reactions were positive.

CHALLENGE AND STRATEGY

HSBC decided to start a conversation in the community to promote LGBT inclusion and progress.

With only GBP 180,000 HSBC needed to do something original and creative to get people talking about a topic which still is taboo in Chinese society.

HSBC's main objectives were to:

- Spark conversation for LGBT inclusion in Hong Kong
- Position HSBC as a bold leader and champion of diversity and inclusion
- Encourage a culture of diversity and inclusion within the organisation

2 bronze lions, Stephen and Stitt, guard the HSBC Main Building in Hong Kong. They are an enduring symbol of HSBC and Hong Kong, representing strength and stability. The lions are so synonymous with HSBC that locally the bank is affectionately known as "the Lion Bank". Locals and tourists come to stroke the paws of the statues for luck and prosperity. The lions even appear on Hong Kong banknotes.

HSBC decided to use the city's icons to make a bold statement that no one could ignore, inviting everyone to join a conversation about LGBT progress.



EXECUTION

Collaborating with renowned local gay artist, Michael Lam, HSBC created designs inspired by the colours of the Pride rainbow and respecting traditional Feng Shui principles.

The rainbow lions were launched and blessed by a famous Feng Shui Master, Master Lung.

By combining traditional Feng Shui principles with the pro-LGBT designs HSBC sent a powerful message that traditional and modern values can co-exist in harmony.

What's more, HSBC projected rainbow lions 180 metres high on its main building light show. Using the building's 716 intelligent lighting units and over one kilometre of LED lighting, rainbow lions were beamed out across Victoria Harbour visible to over 2 million people every night.





RESULTS

BBC
NEWS

Hong Kong rainbow lions spark LGBT
rights debate

TIME

明報新聞網

REUTERS

THE STRAITS TIMES

THE WALL STREET JOURNAL.

CNBC

HSBC's rainbow lion statues spark row in Hong Kong

OVER HK\$ 6 MILLION PR VALUE

LE FIGARO

A Hong Kong, les lions arc-en-
ciel de HSBC en effraient
certains

LATIN AMERICAN
Herald Tribune

EL MUNDO

Polémica en Hong Kong al colocar un
banco dos leones LGBT en su entrada

TAIPEI TIMES

Bangkok Post

laRazón

星島日報
SING TAO DAILY

YIBADA

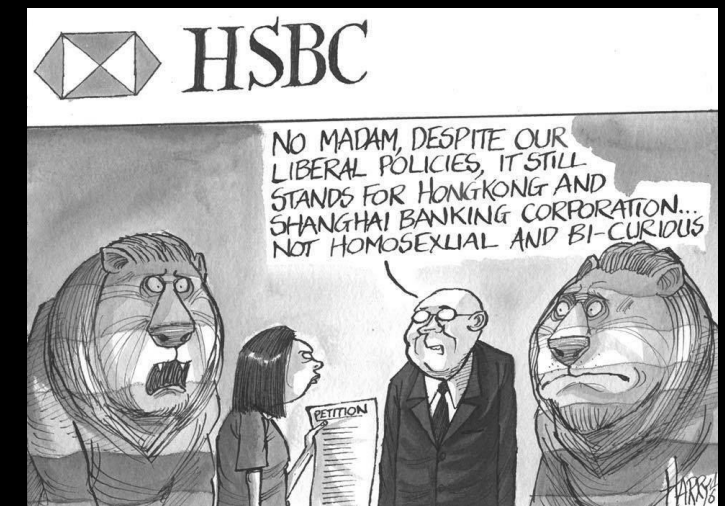
Nasdaq

CHINADAILY.COM.CN 中國日報網

GULF TIMES

TALK OF THE TOWN

HSBC's support for LGBT in Hong Kong was discussed on CNBC's Squawk Box and even chronicled in South China Morning Post's daily cartoon – three times!





Wyman Wong, Hong Kong popstar poses in front of the lions



Famous designer Johan Ku encourages thousands of followers to support



Joshua Wong (one of TIME's most influential leaders) tells the magazine: "Me personally, I support this."



Hong Kong moms – highly influential Facebook group with over 30k members rally support

CELEBRITIES AND INFLUENCERS VOICED THEIR SUPPORT

LGBT advocacy groups such as Out Leadership and Community Business applaud HSBC's rainbow lions



Local LGBT community leaders come together to thank HSBC



RAINBOW LIONS WIN OVER THE PUBLIC'S HEARTS

(AND THEIR THUMBS AND SMILES)

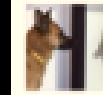
- From a single Facebook post over 550,000 users reached
- 85% of the reach was organic
- An incredible 99.2% of reactions were positive
- Engagement of 21.2% far exceeded industry average of 1-2%
- Thousands more posts on Twitter, Instagram and LinkedIn



Ken Ng

多謝滙豐你尊重我。
我會繼續做你長期客戶。

Thank you hsbc you respect me.
I will continue to do your long-term customers.



Greg Morley

Way to go HSBC. I am so impressed with the progress the bank has made. I will keep my money here.

8 December · Like · 5 · Reply



Pamela Ambler @pamambler · 5h

Our HK @thomsonreuters team snapping a pic with @HSBC_HK lions in support of #LGBT @OutLeadership #hsbcpride #prideatwork #trchangemakers

kimberleycole @kimberleycole

@thomsonreuters #HongKong supporting #pride #diversity matters - we commit to a more inclusive & fair HK #TRCHANGEMAKERS



Sarah Garrett
@SarahGarrettSPM

Good on #lgbt friendly @HSBC in HK despite being deemed 'disgusting', reminds me of my 80s Essex shell suit days 👍



HSBC's 'disgusting' rainbow lion statues 'trample family values', ant...
apple.news



Damien Ko

HSBC set a role model as supporter of Diversity and Inclusion, and support for minority human rights. It also help to reinforce Hong Kong's position as an open society and global financial and business centers, which welcome diversity. I am proud to be a HSBC long-term client and a HK banker myself for their initiatives.

Connor Rally Schmidt This is amazing! Thanks for making Hong Kong a more accepting place!

EMPLOYEE ENGAGEMENT

- Employees' names and messages of support were used to create the tram shelter takeover and HSBC light show
- HSBC distributed LGBT Ally Guides to staff across all main offices and branches in Hong Kong
- The HSBC Pride employee network grew by over 340%, to over 2,000 members
- The campaign became a source of Pride for employees of HSBC





CLIENT: HSBC
AGENCY: GREY GROUP
BUDGET: GBP 180,000
WORDS: 780