

Brand and sponsoring

The LLB Group is committed to a concept of banking that excels at managing material values in an innovative manner. This is based on a clear system of values. “Liechtensteinische Landesbank” and “Bank Linth” brands are prime value creators in the company.

Brand strategy

“Liechtensteinische Landesbank” and “Bank Linth” brands convey reliability and trust to the clients. They generate motivation and commitment among our employees. And the stakeholders value the stability and security for which we stand.

The brands connect us with our clients and within our Group of companies. As a universal bank, we are a partner of the Principality of Liechtenstein and its people. Through Bank Linth, we are also partners of the economy and society in the region of eastern Switzerland. On the one hand, we stand for the region and its culture. With our focus on private banking, we are growing in Switzerland and Austria, and expanding into the growth markets of Central and Eastern Europe as well as the Middle East. On the other hand, we are an international partner.

The brand strategy and brand management of the LLB Group is based on the corporate strategy, whereby the aim is to further strengthen brand recognition. Concrete communication measures are determined annually during the planning process.

Brand components

The figurative mark of the LLB Group is classical and modern. The clear geometry of the brand logo stands for security and stability. The angles projecting beyond the basic shape symbolise our openness. The colour green signals our origin, and the red square core stands for our focus on what is essential and on our partners. The harmony and equality with which the elements form a unity represent connection and partnership. All LLB Group brands are based on the same brand values.

Brand name

The brand architecture comprises two levels – the figurative mark and the brand name. The latter may deviate if a subsidiary is not fully owned by LLB. Hence Bank Linth bears its original name.

Brand orientation

The LLB Group's StepUp2020 strategy is reflected in the vision and guiding principles of the Group and in the strategic positioning of the two brands, “Liechtensteinische Landesbank” and “Bank Linth” (see chapter “Strategy and organisation”, pages 8–10).

Vision

The LLB Group's vision is: “We set standards for banking with values”. Our vision of banking is based on the idea that we can excel at managing material values if we have a clearly defined system of values.

Guiding principles

The LLB Group's guiding principles, which are derived from this vision, express four binding values that shape our corporate culture: “integrity”, “respectfulness”, “excellence” and “pioneering”. Under these values we understand the following:

- **Integrity** – we create clarity and stand by our word.
- **Respectfulness** – we believe in partnership and hold both clients and colleagues in high esteem.
- **Excellence** – we set standards through performance and passion.
- **Pioneering** – we play an active role in creating a sustainable future.

Brand positioning

Both LLB Group brands, “Liechtensteinische Landesbank” and “Bank Linth”, have an identical system of values. At the same time, the brands are clearly positioned with their own brand promise. For LLB, this is “Tradition meets innovation” and for Bank Linth, “Truly simple”. The respective differentiation of each brand from competing brands provides an important basis for successful brand management.



Tradition meets Innovation.

Liechtensteinische Landesbank is the oldest and longest-standing financial institution in Liechtenstein. It is committed to a concept of banking that is geared towards security and stability, while still being target-oriented and dynamic. LLB has innovative power, the strength of which comes from tradition. It creates added value by synthesising competing values. This leads to new and pioneering solutions. LLB's journey from tradition into the future is best expressed by the claim: "Tradition meets Innovation".



As the first financial institution in Switzerland, Bank Linth has been consistently meeting clients' needs for years now by practising its motto of being "Truly simple". The idea behind this is to provide the individual client with time-saving, clarity and convenience in an ever more hectic and complex world. Excellent service quality, clearly and comprehensibly communicated, transforms clients into equal partners. Simplicity here works at three levels:

- Simple access – we want to approach our clients openly and provide a direct route to key contact partners.
- Simple offerings – our offerings and solutions must be intelligent and uncomplicated and correspond to the clients' individual wishes.
- Simple communication – we speak in a way that is easy to understand and our clients know what to expect from us.

Brand study

Knowing what values our clients hold is the basis of our brand management. To establish which attributes and brand performances are relevant, the LLB Group had a brand study carried out between the middle of March and the beginning of April 2016. The aim was to determine where the brands stand compared to competing brands. It is planned that brand-tracking data will be collected on a continuous basis in the future.

According to the study, clients ascribe three main characteristics to LLB:

- LLB is very firmly anchored in Liechtenstein.
- LLB is perceived not only as a retail bank, but also as an asset management partner.
- LLB is seen as a traditional, secure and stable bank.

The success of the LLB Group is closely related to client satisfaction. We also receive information on the effectiveness of our client focus from regular analysis of the systematic feedback from all market divisions and customer journey analyses (see chapter "Corporate Center", page 31).

Implementation of brand content

We have been promoting the positioning of LLB since 2015 with the "We make traditional banking dynamic" image campaign. Five subjects communicating our brand image feature in all the important Liechtenstein and Swiss financial newspapers and business journals. These subjects are also on display at both the headquarters in Vaduz and the bank branches in Eschen and Balzers. Our figurative language corresponds with our values of "integrity" and "respectfulness".

Image campaigns

In 2016, the LLB Group focused on the further development of its strategic initiatives. Innovations such as "LLB Xpert Solutions", "LLB Kombi" and "LLB Compass" were paired with a high level of investment competence. LLB's strategy funds are among the European market leaders in a long-term comparison. In 2016, these were the topics of image campaigns with unconventional implementation in print and online media, above all in Liechtenstein, but also in selected Swiss and international press titles. In 2016, Bank Linth continued its image campaign under the heading of "Truly simple".

Profile as an employer

In 2016, the LLB Group also enhanced its profile as an employer. The differentiating and essential features of the LLB Group are the corporate culture, job diversity and scope for growth. In the middle of last year, LLB enhanced its employer branding for the purpose of its external image through the creation of new image worlds. The employer branding concept serves to underline and promote the particular character of the LLB Group as an employer. In line with its vision and guiding principles including the associated values, the LLB Group runs a campaign under the claim "Banking as it is meant to be: friendly and professional". The campaign includes HR image ads as well as job advertisements in print and online.

Social channels

LLB and Bank Linth pursue an omni-channel dialogue. This includes their presence in social media, which is where clients, potential applicants and employees exchange views and by doing so help shape the image of the company. In November 2016, the LLB Group strategically reoriented its social media activities in line with a sustainable overall concept.

Our image in social channels is consistent with the overall image of the LLB Group. With concrete and authentic content, we enter into dialogue with all stakeholders through Facebook and Twitter. We strengthen our profile as an employer using the XING and LinkedIn networks. Given strategic and legal requirements, we are concentrating our efforts in the markets of Liechtenstein, Switzerland and Austria.

youli

Young adults' lives and days are dominated by the smartphone, the internet and social media. Strong client ties, therefore, already begin for LLB and Bank Linth in the classroom. The LLB Group has provided a platform aimed at young adults, called "youli", since 2014. The platform is active in Liechtenstein and eastern Switzerland and stands for "young Liechtenstein" and "young Linth". We bring infrastructure, coaching, advice, experiences and join-in activities in the language and into the world of the young people (see chapter "Retail & Corporate Banking", page 19).

Sponsoring

Sponsorships and events are gaining in importance worldwide. The instrument enjoys a high level of acceptance among all the stakeholders and conveys credibility and affinity. In 2016, the LLB Group reformulated its sponsoring strategy:

- We want our four values to be experienced emotionally through our activities.
- We strengthen and enable platforms and partnerships which fit us best.
- We coordinate partnerships and our own events group-wide using a new management tool.
- We explain what the LLB Group stands for simply, using topic pyramids.

The aim of our sponsoring strategy is to gain our target groups as brand ambassadors. Our sponsorships must suit, complement or strengthen the character of our brands. We therefore only focus on a few, effective long-term sponsorships that have a clear connection to a specific market area. As a universal bank, we take our responsibility very seriously and sponsor public events. The LLB Group remains politically neutral in all of its sponsoring activities and does not make financial or any other types of contributions to politicians or political parties.

Young adults and families

LLB and Bank Linth have placed young adults and families at the centre of their activities. The response has been resounding and very positive. In 2016, our commitment was to supporting, above all, sports, culture and society. Here are three examples of sponsorships and events that have been running for over a decade:

- LLB is the main sponsor of FC Vaduz (FCV), which, following its promotion in 2014, has again had a successful season playing in the highest Swiss football league. The club will strive to retain its position in the league in the 2016 / 2017 season. We renewed our sponsorship for a further two years in 2016. We have been supporting FCV for twelve years now, not only because the team provides important impulses for professional sport in Liechtenstein, but because it does valuable work for amateur sport too.
- In July 2016, LLB invited bands and artists from the Rhine Valley region into the inner courtyard of LLB in Vaduz for the open-air "Summer in the Courtyard" series of concerts, which is already in its twentieth year. What began in 1996 with a concert by the Big Band Liechtenstein has developed into a distinctive feature of the musical summer programme in Liechtenstein.
- We have also sponsored the Vaduz Town Run ("Städtlelauf") for many years now – a traditional and popular fun run, staged in May 2016 with participants divided into eighteen categories and covering a running distance of up to 10 kilometres (the main run). A large number of participants and spectators from Liechtenstein and the surrounding region made their way to the centre of Vaduz – referred to by the locals as the "Städtle" ("small town") – to mark the 32nd anniversary of the run.

Funding

By foregrounding project sponsorship as support, the LLB Group underscores the principle that each project retains its content and organisational independence. In 2016, Liechtensteinische Landesbank invested CHF 545,000 (2015: CHF 618,000) in projects in Liechtenstein, and Bank Linth invested CHF 426,000 (2015: CHF 362,000) in projects in Switzerland. This is quite apart from our Group's long tradition of making donations. In this way, LLB has supported non-profit and social organisations for more than 30 years and since 2011 it has done this through the "Zukunftsstiftung der Liechtensteinischen Landesbank AG" (the Future Foundation of Liechtensteinische Landesbank AG), which was founded as part of our 150th anniversary celebrations (see chapter "Responsibilities for society and the environment", page 58).