



Banque Richelieu

L'esprit de conquête

Press release

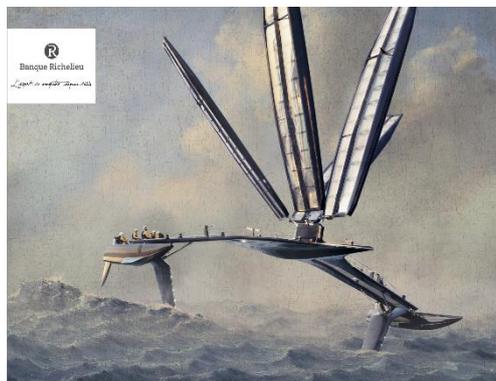
Paris, 3rd January 2019

Banque Richelieu on a quest to conquer the private banking market

Banque Richelieu is today launching an ambitious marketing campaign in its quest to conquer the market, with an emphasis on its goals, values and working principles: an entrepreneurial spirit and agility.

The purpose of this campaign, devised by Groupe Havas with the slogan “***Esprit de conquête since 1624***”, is to introduce the new platform established during the meeting that took place between Banque Richelieu France, Banque Richelieu Monaco and Richelieu Gestion back in July. [Read the press release on its creation](#)

It marks a clear and deliberate break from the sector’s usual codes of communication. It strives to reflect a modern vision of private banking, yet without forsaking the timeless values that have enabled the Company to build its reputation and create its value and are fully inspired by those that prevailed in Richelieu’s day: a tailored approach, excellent service, the distinct “Richelieu” spirit, boldness and agility. [Link to the manifesto](#)



HD visuals on demand

Embodying the timeless and eternal nature of the “*esprit de conquête*”

The logo and handwritten style of the baseline are directly inspired by the Company’s French heritage, synonymous with luxury and history, as are the charcoal colour and monogram that were selected.

The visuals, 3 distinct works of art, were created by incorporating a futuristic element into paintings reflecting the artistic codes prevalent in the 17th century in Cardinal Richelieu’s day. Particularly close attention was paid to the details in these paintings (hand-painted background, ageing canvas symbolised by small cracks, modern elements incorporated by working with materials used in contemporary projects, etc.) to create a visually coherent whole and represent the conquering spirit that has continued to drive the Company for the past five centuries. This conquering spirit is what encouraged Richelieu when he took office in 1624 to transform France into a modern state and what still drives the clients and staff of Banque Richelieu today; and this is the approach that Banque Richelieu will take as it guides its clients of tomorrow through their future projects.

Philippe de Fontaine Vive, Chief Executive Officer of Compagnie Financière Richelieu, comments: *“We want this campaign to clearly show that we are adopting a different approach to private banking. This approach will steer clients through their future projects, breaking down barriers between the past and the future, and ensuring that our practices and expertise cater to clients from the whole spectrum of backgrounds, all of whom require and deserve a premium service. We will draw on our experience, know-how and these new codes in our quest to conquer the market, both in France and abroad; our aim is to rapidly become a leading European private banking and asset management platform”.*

Boxed text on the technical aspects of the campaign

Campaign carried out by Groupe Havas

Illustration credits: Antoine Magnien (3D creation) and Jean-Marie Vivès (matte painting)

Duration: 6 months, France, Monaco and International

Display advertising: 2 advertising canvases in Paris opposite each other along the river embankment as from 3rd January and for 31 days (Musée du Louvre and Institut de France). 1 advertising canvas in Lyon (Place Bellecour) as from 3 January and for 33 days.

Media: a 6-month print and online campaign beginning on 7th January through professional, specialist and general media, in France and abroad, using powerful supports and covering a broad mix of media.

About Banque Richelieu

Banque Richelieu is the communication interface for Compagnie Financière Richelieu, a French holding company created on 9th July last year and fully owned by SGBL, Société Générale de Banque au Liban, a leading player in the world of banking since 1953. This new private banking and asset management platform brings together. Banque Richelieu France, Banque Richelieu Monaco and Richelieu Gestion.

For more information: banquerichelieu.com

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Banque Richelieu

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