



## EGG: LARGEST ONLINE

**Further** Egg was launched by Prudential in 1998, and was an instant success, attracting two million customers in its first three years. By 2001, Egg was ready to go a stage further: to broaden its ambition, widen its audience and go global, starting with France.

**Simple** To make this happen, Wolff Olins worked with Egg to pin down its brand idea. We built on Egg's modernity and innovativeness, but added a sense of straightforwardness and reliability: attributes it would need to reach a broader audience. We summed up the brand as 'brilliant ideas made simple'. This thought then inspired a new communication style, showing customers enjoying real life – sometimes a bit chaotically – with Egg's help. A new tone of voice made Egg more assured, and a little less quirky. And a new logo gave the brand more stature and presence.

**Largest** This new maturity helped Egg broaden its offer and consolidate its position in the UK, though the venture in France – where consumers tend to hold fewer credit cards than the British – was closed after two years. Since 2007, Egg has been part of Citigroup, and is now the world's largest purely online bank.

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