BNY MELLON BRAND MARKETING CHALLENGE
Evolving BNY Mellon’s Invested in Our Legacy Brand Campaign

Introduction

BNY Mellon, a global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle, has historically been perceived as safe, reliable and trusted. BNY Mellon is focused on expanding market perceptions to also be known as insightful, innovative, solutions oriented and an industry leader.

BNY Mellon has a unique and profound history, originating with the bank’s founder, Alexander Hamilton. Hamilton was a visionary leader who laid the foundation for our modern economy. Hamilton instilled in BNY Mellon a pioneering spirit that has driven us forward for 232 years and continues to thrive today through our people, insights, innovation and implementation.

Background

In 2016, BNY Mellon launched a global brand campaign to capitalize on the unique and ownable factor of having Hamilton as our founder to take advantage of the renewed interest in Hamilton following the effort to keep his likeness on the $10 bill and the mega-popularity of the Broadway musical, Hamilton.* The bio-musical about Hamilton received 11 Tony Awards, including Best Musical, and 16 Tony nominations in 2016.

The campaign’s objective was to build awareness that Hamilton founded BNY Mellon, showcase our amazing history of firsts, highlight how we are innovating today, and build company pride. We were careful not to dwell on our past, but to showcase how Hamilton’s spirit drives us to look forward and to maintain our status as an industry leader.  
*(See History of Firsts slide in Appendix.)*

The campaign was omnichannel, but focused heavily on social media. Using our corporate social channels allowed us to evolve the tone in which we talk about ourselves to include a bit more humor and engaging content.

The campaign kicked off on June 9th celebrating BNY Mellon’s 232nd anniversary. BNY Mellon’s CEO Gerald Hassell rang the opening bell that day at the New York Stock Exchange to mark the anniversary. We also took over the BNY Mellon LinkedIn page to highlight Hamilton’s 232nd work anniversary. Since the launch, the social campaign has been ongoing, tapping into real-time moments like the Tony’s and #firstsevenjobs trend. The Invested in Our Legacy social media posts were highly visible on BNY Mellon’s branded Twitter, LinkedIn and Facebook pages. *(See Social Media campaign highlights in Appendix.)* We also promoted our legacy story on our corporate website, www.bnymellon.com, see: Pioneering Progress.
Another core component of our brand campaign was the sponsorship of the PBS/WNET documentary “Hamilton’s America,” which aired on October 21st. Special client pre-screening events were held in New York City in advance of the launch. BNY Mellon also created two, 15-second TV ads that aired before and after the documentary. See Made of Innovation and Future Founded. More than 3.6 million television viewers nationwide watched the documentary (Source: Nielsen Weekend Fast National, Live+SD data.)

Following the launch, through a focused market research effort commissioned by BNY Mellon, we learned that sponsoring “Hamilton’s America” resulted in significant brand lift. We learned that one-fourth of viewers surveyed identified BNY Mellon as the sponsor of PBS/WNET’s Hamilton's America documentary. Viewers who were aware of BNY Mellon’s sponsorship are more likely to say they would act favorably on behalf of BNY Mellon. Additionally, perceptions of BNY Mellon were stronger across all key measures. (See Hamilton’s America survey results summary in Appendix.)

More recently, in celebration of Alexander Hamilton’s birthday on January 11th, we kept the legacy conversation going by launching a quiz on www.bnymellon.com, which was also promoted on social media. The quiz engages viewers in a fun way and highlights Hamilton’s connection to BNY Mellon. Test your knowledge of our founder here: Hamilton Quiz. (At BNY Mellon, we like quizzes! We’re also invested in helping you discover the path to a rewarding and relevant career. Take our Career Quiz and find your fit. Who knows? We could be BNY Mellon colleagues one day!)

Opportunity
BNY Mellon wants to keep the Invested in Our Legacy campaign and story of Alexander Hamilton fresh and vibrant. As the Head of Brand Marketing for BNY Mellon how would you approach the following challenges? What campaign strategy and execution tactics would you recommend? **

1. How can BNY Mellon evolve the Invested in Our Legacy brand campaign?
2. How do we make the campaign resonate with the talent pool seeking career opportunities at forward thinking companies like BNY Mellon? How will this campaign connect with a diverse community? For example: women, minorities, the millennial generation, etc.
3. How do we ensure that Alexander Hamilton’s relevance is understood globally?
4. In what ways should we leverage Alexander Hamilton to build employee pride?

* BNY Mellon has no direct affiliation with the Broadway musical, the actors or the music created for the show.

** BNY Mellon will award $750, $500, and $250 in the form of gift cards to the first-, second- and third-place entries respectively. See attached Official Rules for more details.

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BNY MELLON- BRAND MARKETING CHALLENGE

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: BNY Mellon’s Brand Marketing Challenge (the “Contest”) is open only to students currently enrolled as MBA/MS students at the University of Pittsburgh Joseph M. Katz Graduate School of Business, who are at least eighteen (18) years old at the time of entry. Employees of The Bank of New York Mellon Corporation, and any of their parent and affiliate companies (collectively “BNY Mellon”) as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, provincial, municipal, territorial and local laws and regulations and is void where prohibited.


3. Agreement to Official Rules: Participation in this Contest constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and legally binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Contest Timing: The Contest begins on Tuesday, January 24, 2017 at 12:01:00 p.m. Eastern Daylight Time ("EDT"), ends on Friday, February 10, 2017 at 2:00:00 p.m. EDT (the "Contest Period"). At the end of the Contest Period all eligible entries will be judged by judging criteria as later described in these Official Rules to select three (3) winning entries. Sponsor’s computer is the official time-keeping device for the Contest.

5. How to Enter: During the Contest Period, entrants shall submit a response (the “Submission”), pursuant to the Guidelines and Restrictions set forth herein, to the BNY Mellon – Katz Brand Marketing Challenge. The Submission shall be submitted in a 20-minute, in person presentation of the group’s PowerPoint or PDF on Friday, February 10, 2017 during their allotted presentation time between 9:00AM – 12:15PM to judges made up of BNY Mellon Executives and Katz faculty members. Following the live presentations, the file(s) (PowerPoint/PDF) will be turned over to BNY Mellon via email.

6. Guidelines and Restrictions: By submitting your Submission, you agree that your Submission conforms to the Guidelines and Restrictions as defined below and that Sponsor, in its sole discretion, may disqualify you from the Contest if it believes that your Submission fails to conform to the Guidelines and Restrictions.

Guidelines and Restrictions:

• The Submission must be in PowerPoint or PDF format and presented in person during the allotted 20-minute timeframe.

• The Submission cannot have been submitted previously in a promotion, contest or competition of any kind;

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• The Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;

• The Submission must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous; and

• The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any federal, state, provincial, municipal, territorial state where Submission is created.

Limit: Each entrant may submit one (1) Submission only during the Contest Period.

7. Grant of License: Submitting a Submission constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Released Parties (as defined below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void.

8. Winner Determination: All eligible Submissions will be judged by a panel of qualified judges determined by the Sponsor in its sole discretion to select three (3) entrants with the highest-scoring Submissions, the potential winners, from among all eligible Submissions based on the following criteria (“Judging Criteria”): Content (40%); Clarity (40%); and Creativity (20%). In the event of a tie, a third party judge will be selected by the Sponsor to judge the tied entries based on the Judging Criteria to determine the applicable winner.

9. Winner Requirements: Potential winners will be notified on or around 2 p.m. on Friday, February 10, 2017. The potential winner must reply to the winner’s notice within seventy-two (72) hours of receiving a win notification message with winner’s complete name, mailing address, zip code and age. Except where prohibited, each potential winner (parent/legal guardian if a minor in his/her place of residence) may be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator within ten (10) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted, fails to execute and return the Declaration of Compliance, Liability and Publicity Release, fails to reply to the winner notification within seventy-two (72) hours of winner notification or provide any other requested information within the required time period (if applicable), does not comply with these Official Rules, or prize is returned as undeliverable, potential winner forfeits the prize. If the potential winner is disqualified for any reason, the prize may be awarded to a runner-up determined by the judges, in Sponsor’s sole discretion. Acceptance of any prize shall constitute and signify the winner’s agreement and consent that Sponsor and its designees may use the winner’s name, city, state, likeness, photo, Submission and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. The winners accept and acknowledge that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the
right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. The winner will indemnify Sponsor, Released Parties (as defined below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

10. **Prizes:** THREE (3) PRIZES: The first place winner will receive a $750 gift card; the second place winner shall receive a $500 gift card; and the third place winner shall receive a $250 gift card. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: One (1) prize per person or household.

11. **Release:** By receipt of any prize, winners agree to release and hold harmless the Sponsor and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company’s officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

12. **General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. **Limitations of Liability:** Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) unauthorized human intervention in any part of the Submission process or the Contest; (3) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the processing or judging of Submissions or votes or the tabulating of votes, the announcement of the prizes or in any Contest-related materials; (4) late, lost, undeliverable, damaged or stolen mail; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Contest or receipt or use or misuse of any prize. Released Parties are not responsible for any unauthorized third party use of any Submission.

14. **Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court in the state of New York, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this
Contest, but in no event attorneys’ fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

15. **Entrant's Personal Information**: Information collected from entrant is subject to the Sponsor’s Privacy Policy https://www.bnymellon.com/us/en/privacy.jsp. Personal information will be used to contact potential winners.

16. **Winner List**: For a winner list, send a self-addressed stamped envelope to Katie Carr, BNY Mellon Corporate Digital Marketing, 500 Grant Street, Suite 5230, Pittsburgh, PA 15258.