

I-DESIGNED-A-BANK CONTEST BRIEF (WWW.IDESIGNEDABANK.COM)

INTRODUCTION

DBS is the largest bank in Singapore and South-East Asia. DBS is keen to continue engaging and connecting with the youths of Singapore. When DBS was presented with the opportunity to be in this unique space, instead of setting up a regular branch, we want YOU to decide how you'll like this branch to be.

*SCAPE was born after an outcry from the young people of the next generation to have a space they could call their own. In 2004, a youth consultation exercise was conducted where over 2,200 voices were heard. In response, the Ministry of Community, Youth & Sports (MCYS) set aside a sprawling 1.2ha creative space in the heart of town to engage and enable young people to explore their social interests and creative passions.

ABOUT THE COMPETITION

The DBS *SCAPE branch will be designed by the youth or those young at heart for the youth. You get to tell us how you envision the future branch to look like, the type of services you desire at the branch, and how you'd like to be served!

This design Contest is open to all Singapore residents, so crank up your creative juices and start wowing us with your designs. Also, do remember to check in at www.idesignedabank.com for updates, conversations/discussions and tips on the Contest.

The Contest begins on 11 June 2010 and closing date for submissions is 31 August 2010 at 1600hrs.

Entries are to be submitted to the following address:

I-Designed-A-Bank Contest
DBS Bank
CBG Marketing & Research Department
6 Shenton Way #02-00
DBS Building Tower One
Singapore 068809

You can either mail / courier your submissions to us at the above address or drop your submissions into our I-Designed-A-Bank Contest Entries drop-off box found in the lobby of our office building located at:

DBS
6 Shenton Way
DBS Building Tower One
Singapore 068809

Remember, submissions must reach us by 31 August 2010 at 1600hrs.

CATEGORIES

The Contest is open to everyone in two age categories:

- Individuals or Teams comprising persons aged 25 years and below (as at 1 June 2010)
- Individuals or Teams comprising persons aged 26 years and above (as at 1 June 2010)
- Teams are made up of a maximum of four persons. The oldest member of the team will determine which age category a team participates in

SUBMISSION CRITERIA

- All artwork and/or documents submitted as entries must be submitted as digital image files with the following criteria: Jpeg format; Resolution: 397 pixel x 914 pixel at 72dpi; Max. File Size: 1MB
- Participants whose entries are shortlisted are required to submit a high-resolution version with the following criteria:
 - Digital working file in either Photoshop, Freehand or Illustrator format;
 - Artwork must be in 300 dpi high resolution (minimum); and
 - Artwork must be able to be reproduced in physical dimensions of 70cm x 180cm.
- Participants are to ensure that digital files are of good quality.
- Each individual or team is allowed to submit a maximum of 5 entries.
- Submission Materials are non-returnable and shall become the property of DBS without the need for payment of any fee or charge whatsoever. DBS is not responsible for any loss of or damage to any Submission Materials.
- The format of submission for each entry shall be as follows:
 - A design layout of the bank based on the floor plan provided in the appendix
 - The design should specify the contents, e.g. the furniture needed, within the bank, the designs on the walls, floor & ceiling (where applicable)
 - The design should specify materials to be used, where applicable
 - The design story – What was your inspiration to arrive at these designs? What are you trying to communicate with this design? The design story should talk about how the design communicates and manifests “Innovation”. The design story should ideally be submitted in Microsoft Word or OpenOffice Writer format
 - The design should be either submitted in any of the following formats:
 - PDF
 - Microsoft Powerpoint
 - Microsoft Word
 - Jpeg
 - The types of banking services that should be offered at this branch

JUDGES AND JUDGING CRITERIA

The judging panel consists of persons representing various sectors, including the design discipline, DBS and *SCAPE.

Judging criteria:

- Creativity (Innovativeness, Coolness factor);
- Design originality (Entries must be new and original works);
- Design value and quality (Demonstrate good design principles);
- Coherent design story of not more than 200 words;
- Design Practicability (Design that can viably be transformed into a reality); and
- List of services that will be relevant to young people for 2010 and beyond.

WHAT DO WINNERS GET OUT OF THIS?

Other than possibly seeing your very own design implemented at the DBS branch at *SCAPE, winning entries stand to win the following:

There will be three top prizes for each age category, making a total of six winners. Prize money will be awarded as follows to each category:

- 1st Place : S\$5000
- 2nd Place : S\$4000
- 3rd Place : S\$3000

BACKGROUND ABOUT DBS — OUR VISION AND ASPIRATIONS

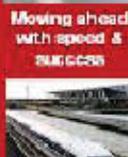
DBS Bank Ltd in Singapore is the main subsidiary of DBS Group Holdings Ltd. Listed and headquartered in Singapore, DBS Group has operations in 16 markets with a network comprising more than 250 branches / outlets and over 1,000 ATMs across 50 cities. It is a well-capitalised financial services group with "AA-" and Aa1" credit ratings, among the highest in the Asia Pacific region.

As an Asian bank that specialises in Asia, DBS leverages its insights, deep understanding of the region and appreciation of local cultures to serve and build lasting relationships with clients. DBS is the leading consumer bank in Singapore with over 4 million customers and leading market shares across many product segments including home and auto loans, wealth management, unsecured lending and cards, and deposits.

KEY HIGHLIGHTS

- Largest Bank in Singapore; with the widest network of branches, ATMs and AXS Stations
- Leading market share in a majority of areas:
 - Mortgage lender with nearly 25% share of market
 - Credit card issuer with about 20% share of cards in force
 - Auto loans with 25% share of market
 - Deposits with 50% share of savings
 - 25% share of Singapore dollar bond market
 - Close to 30% market share in the Singapore syndicated loans space
 - Internet Banking with more than 1.35 million online customers

Its vision is to become the "Asian Bank of Choice for the New Asia" by embracing Asia's Past and Shaping Asia's Future.

Embracing Asia's Past		Shaping Asia's Future	
			
Blends East with West.	Product / Service internationally accepted	Modern cities - show of financial	Progression, moving up.
			
Values relationships with family.	Personal, harmonious, friendly contacts.	Passionate, enthusiastic, it's what we do.	Moving ahead with speed & success.
			
Advanced hardware, Asian values.	Appreciates traditions & 'old world' charm.	Adventurous,	Winning achievements.

Very much embedded in the meaning and spirit of New Asia is the drive for constant and rapid progress. When you look around, especially in Singapore, you'll see how quickly our urban landscape changes with new buildings, new roads, new transport infrastructure. These are all signs of innovation.

Likewise, for DBS, we know we need to progress as fast as the physical and business environment in which we operate evolves. Innovation, as a spirit, is very much embedded in the culture of DBS. It is this strong spirit in innovation that the bank is embracing this opportunity to do something really different, something really special for the branch at *SCAPE and that is to allow for the free-play of creativity amongst young people in designing this new bank branch in such a unique location.

The bank that you are about to design for is a perfect manifestation of this innate pursuit of innovation for DBS. We envisage this bank branch at *SCAPE to be our most innovative branch yet, one that is created by our customers for our customers. We need to create a bank branch that stays relevant with our customers' banking needs. We need to create a bank that is contemporary where our customers feel comfortable to visit and transact in. We need to create a bank that demonstrates we understand our customers best by providing the right ambience, the right banking experience, the right suite of products and services to meet all our customers' needs.

THIS IS WHERE YOU COME IN!

Building "The Asian Bank of Choice for the New Asia" is a very ambitious and broad vision. This vision would mean different things to different groups of our customers. Therefore, we see a huge opportunity with this Contest to allow young people to express themselves, to express how they see DBS can best meet their needs and by extension, become the Bank of Choice for young people of New Asia.

Here is your chance to shape banking the New Asian way. The way DBS should interact with you, the way you want to interact with DBS and essentially shape the future of banking because, in reality, you are our future, as clichéd as this may sound.

SACRED COWS

Every successful organisation would have these – they don't graze in the corridors of power within the organisation but rather are principles, guides and behavioural traits of the organisation that must never be violated!

In your context, these sacred cows come in the form of corporate typefaces, logos, logotypes, and colours.

You will find their guidelines in the appendix at the end of this document.

WHAT WE CURRENTLY OFFER — ARE THEY WHAT YOUNG PEOPLE WANT?

Sounds philosophical? To a large extent, it is a philosophical question. We do have a comprehensive suite of banking services and products. Are they all useful, relevant and compelling to young people?

Young people, by virtue of their life stage will probably find signing up for a credit card or line of credit more useful than for example a mortgage, but we could be wrong and we hope you would be able to shed some light on what sort of services and products you would like to see us offer to you at this new branch. You shouldn't be restricted to only ideas that are currently available; you could put down a wish list of what services or products that will appeal to you.

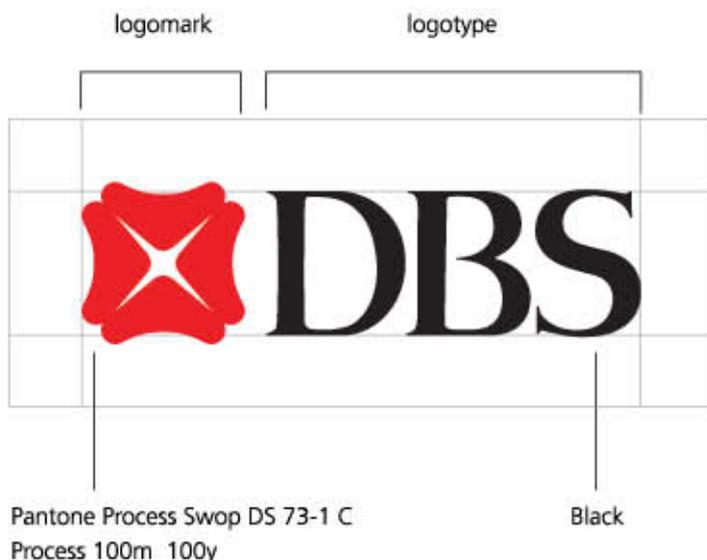
This section becomes philosophical when we throw this question to you for you to think about – Is this a bank that provides banking services to young people in a facility for young people? Or is this a facility for young people that offers banking services? Answering differently to this question will lead you down different routes.

APPENDIX BASIC RULES OF APPLICATION FOR DBS GENERIC LOGO

At the heart of our corporate identity system is the DBS logo. It comprises two elements – the logomark and the logotype. Together, they encapsulate the organisation's strength and values in one powerful and instantly recognisable insignia.

The DBS logo is specially created to distinguish the Bank as one of the leading institutions in the market. As one of the organisation's most valued assets, it is particularly critical to ensure the usage guidelines set are adhered to with the strictest accordance.

No attempt therefore should ever be made to redraw, alter, crop or present the logo in any manner that has not been approved and specified.



For visual integrity and prominence, always maintain a minimum amount of clear space around the logo. This is indicated in the measurement as shown above, where the measurement 'd' corresponds to the height of the letter 'D' in the logotype.

To ensure legibility and prominence, the logo must never appear in a size smaller than 18mm in width. The dual-language logo must be at least 35mm in width.

Full colour should be applied wherever possible



"Reverse-white" option for black or very dark background



One-colour option for black-and-white collateral only



The DBS logo may only be applied in the colour configurations shown above. No other colour applications are acceptable.



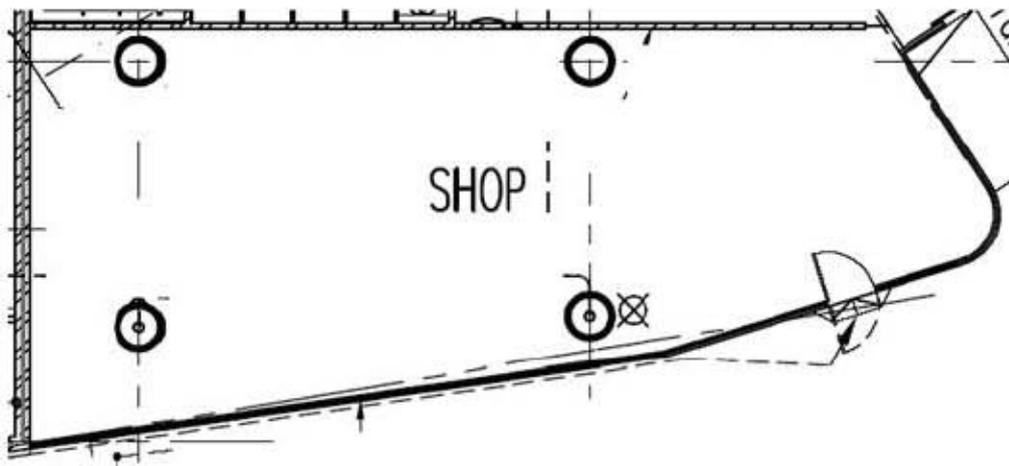
LOGOs



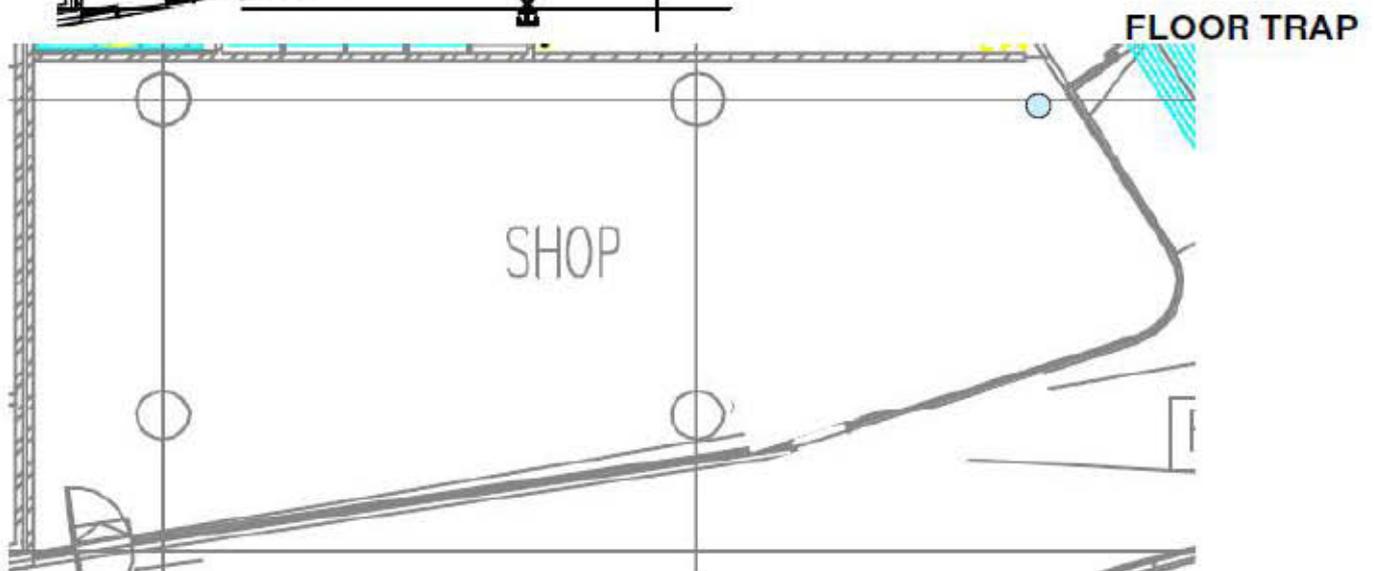
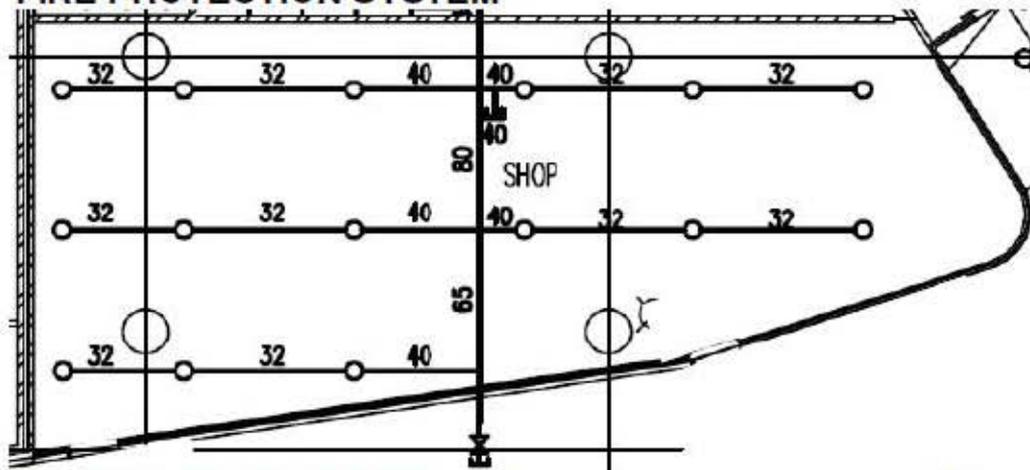
LEVEL 2 - Retail (#02-37)

Sq m	108.61
Sq ft	1,169.08
Amp	63
Phase	1
A/C Provisions	YES, 2 without ductwork
Fire Protections	YES, Sprinkler
Water Points	YES
Floor Trap	YES, 1 no
Gas	NO
Exhaust system	NO
P. A. System	YES, 2 nos
Telephone cables	YES, 5 pairs
CATV Splitter	YES, 4 ways
Floor Type	Concrete floor to received 50mm thick finishes with rough finishes.
Floor Leveling	50mm lower than common walkway
Wall Finished	20mm thick cement plaster with emulsion paint.
Ceiling	13mm thick cement skim coat
Floor to Ceiling Height	3.7m
Floor Loading	5 kN/m ²
Others	None





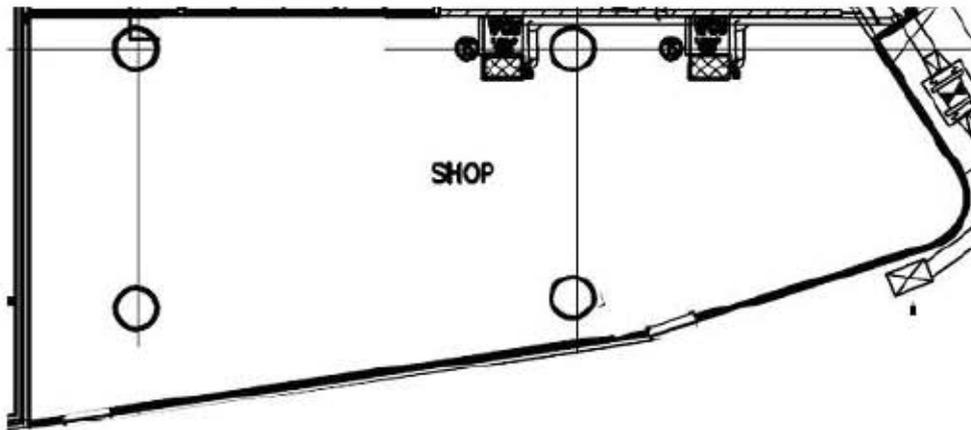
FIRE PROTECTION SYSTEM



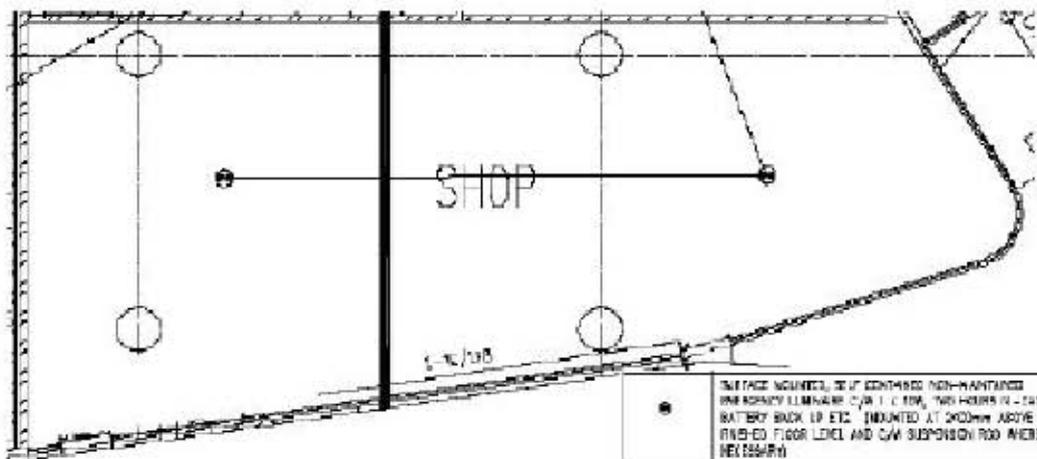
The above diagram provides a very good reference in terms of dimensions of the branch.



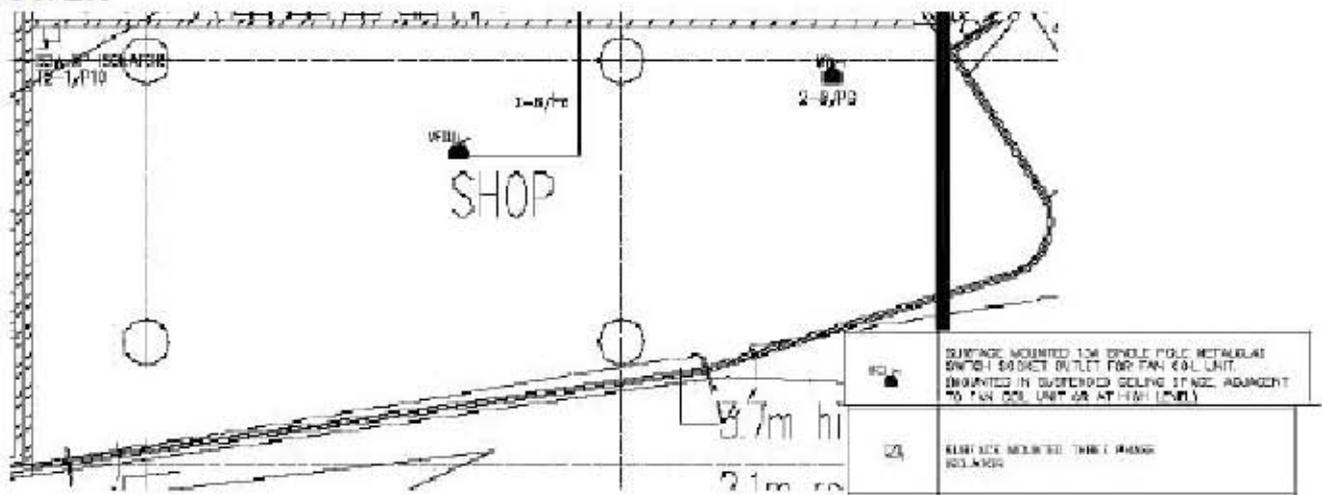
AIR-CONDITIONING



LIGHTING



POWER



The above diagram provides a very good reference in terms of dimensions of the branch.



