





ABN BANKSHOP 2.0

After the development of ABN AMRO's Financial Centers, SVT Branding & Design Group developed a formula for smaller service offices. This assignment was part of the multi format strategy of ABN AMRO. The formula, called Bankshop 2.0, relies on assisted self service whilst offering demanding clients easy access to all services in an inspiring environment.

The lounge and Internet bar, both successful in the Financial Center concept, are both implemented in Bankshop 2.0. Furthermore, new concepts were developed for the foyer, informal consultation rooms and for meeting rooms with lounge furniture.

Besides that SVT renewed the in-store communication thoroughly. A specially developed wall, which replaces the current brochures, gives a clear and understandable overview of all services and products available on site.

The result is a talked-about, new banking concept; stylish, inviting and contemporary. At the end of 2007 the first six pilot shops were opened, with a plan to rebuild about 250 offices to this new concept in the coming years.



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