

BRAND AND RELATIONSHIP

Celebrating 25 Years in Singapore

INDUSTRY
Investment management

APPLICATION
Brand and Relationship - 25th Anniversary & Investment Expertise

PRODUCT
Rubik's Pen Pot

DISTRIBUTION
Business-partner and stakeholder communications

COUNTRY
Singapore

THE CHALLENGE

Franklin Templeton Investments marked 25 years in Singapore in 2015. For an investment manager, an anniversary is more than a date: it offers a reason to reconnect with business partners and stakeholders, reinforce credibility and show the breadth of the organisation behind its investment offering. The communication challenge was to link the Singapore milestone with a wider story of experience, regional presence and investment capabilities, rather than let the anniversary pass as a short-lived celebration.

THE SOLUTION

The anniversary was presented through a customised Rubik's Pen Pot, a familiar cube-shaped desktop holder for pens and pencils. One side features a portrait of Benjamin Franklin alongside the Franklin Templeton Investments identity and the message "Celebrating 25 Years in Singapore." Other faces present maps of nine Asian markets, icons for investment sectors and figures describing the organisation's experience and scale. Together, these elements connect a local milestone with a broader international investment story. The pen holder gives the branded piece a practical place on a recipient's desk after the initial contact.

WHY IT WORKED

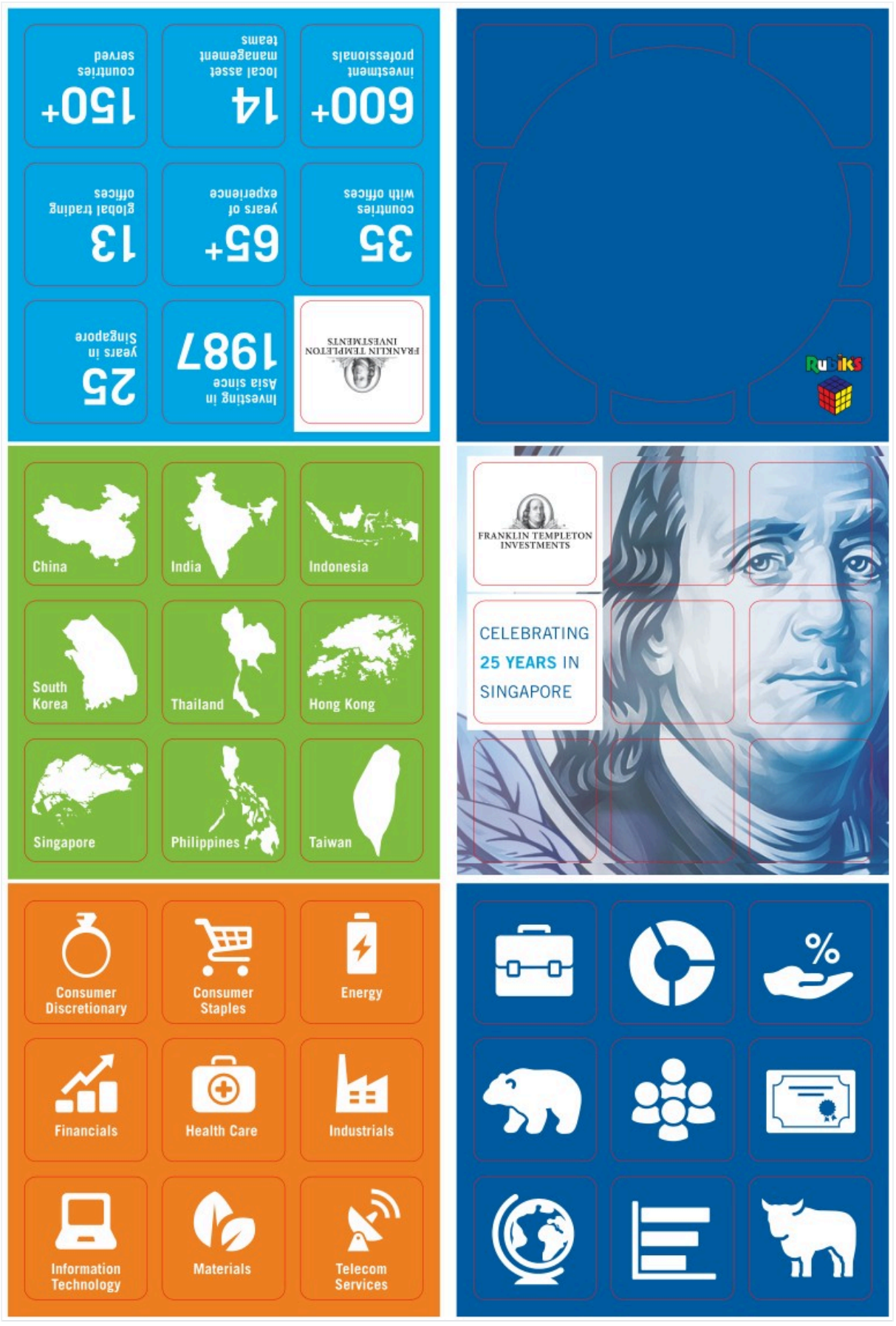
The recognisable Rubik's design makes the piece more distinctive than a conventional anniversary gift. Its colourful, tiled faces invite a closer look, while the maps, symbols and figures offer several entry points into the company's story. Rubik's associations with strategy, problem-solving and perseverance are also relevant to an investment-management brand, without implying any investment performance. Most importantly, its useful desk function can keep the anniversary identity and supporting messages in view long after the occasion itself.

THE RESULT

The Rubik's Pen Pot created a practical anniversary communication tool that could help Franklin Templeton:

- Make 25 years in Singapore a visible, tangible milestone.
- Show its Asian presence and breadth of investment sectors at a glance.
- Connect its anniversary with experience, scale and professional credibility.
- Keep its brand visible on a business partner's or stakeholder's desk.

The concept linked a local corporate milestone to a lasting story of regional reach and investment expertise. No measured campaign results or confirmed distribution event were supplied.



SHAPE

Rubik's Pen Pot