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Synchrony Financial Launches New Brand and Advertising Campaign: Engage with Us

Former GE Capital Retail Finance business is 80 years new

STAMFORD, Conn.--(BUSINESS WIRE)-- Synchrony Financial (NYSE: [SYF](#)) today announced the launch of a national media and branding campaign that includes print, broadcast and digital media and out-of-home advertising. Synchrony Financial's new name and logo were introduced in coordination with its initial public offering in July 2014 as part of a planned separation from GE.

Margaret Keane, president and CEO of Synchrony Financial, said, "After conducting extensive research with key stakeholders, we are proud to launch a Synchrony Financial brand campaign that truly represents who we are as a company and the value proposition we offer to our stakeholders. We help our partners engage, grow and drive deeper loyalty with their customers through leveraging data and analytics, along with programs that drive results."

Toni White, chief marketing officer, added, "While our name is new, our company has an 80-year history of financial stability, experience and operational excellence. We have not strayed from our core foundation, which is based on the deep partnerships we establish with our clients."

Synchrony Financial's tagline—Engage with us—confirms the company's view that every interaction with its partners and customers represents an opportunity for Synchrony Financial to engage with partners and help grow their business.

The logo features gold pillars that create a stylized "S" representing the company's alignment with its business partners, customers and employees, all working in sync with each other. The corporate color palette of grays and gold delivers a balance of strength, stability, warmth and openness. Together, the brand attributes create a memorable identity that's unique to the financial services world today.

Synchrony Financial partnered with Interbrand on the development of its new branding and Ogilvy & Mather is the agency of record for its corporate advertising campaign.

"We chose to symbolize our commitment to our partners by featuring two hands in synchrony with one another. Working in harmony, our campaign represents how Synchrony Financial works with its partners at the deepest levels, understanding that our industry is about people first. It is how we work to engage people, understand people, and build loyalty with people with every engagement," stated White.

"Synchrony Financial provided us with unique and interesting challenge that few agencies

get presented with-- a clean canvass to support a new name and branding by creating advertising for this company that represents its rich heritage and deep domain expertise that is innovating for the future," stated Chris Wall, vice chairman, North America at Ogilvy & Mather.

The brand will be launched through advertising across multiple channels to reach key industries where Synchrony Financial has a deep presence:

- Print ads in the *Wall Street Journal*, *The New York Times* and trade publications
- TV on network and cable news and sports programming
- Airport advertising
- Digital ads across multiple properties

To view the multimedia assets associated with this brand launch, please [click here](#):

About Synchrony Financial

Formerly GE Capital Retail Finance, Synchrony Financial (NYSE: [SYF](#)) is one of the premier consumer financial services companies in the United States. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables. We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' more than 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Our offerings include private label credit cards, promotional financing and installment lending, loyalty programs and Optimizer⁺ branded FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com and twitter.com/SYFNews.

*Note: On June 2, 2014, GE Capital Retail Bank changed its name to Synchrony Bank and is part of the Synchrony Financial business (formerly GE Capital Retail Finance). The name change is in process.

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<http://www.businesswire.com/multimedia/home/20140922005710/en/>

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