



# BREAKING UGLY

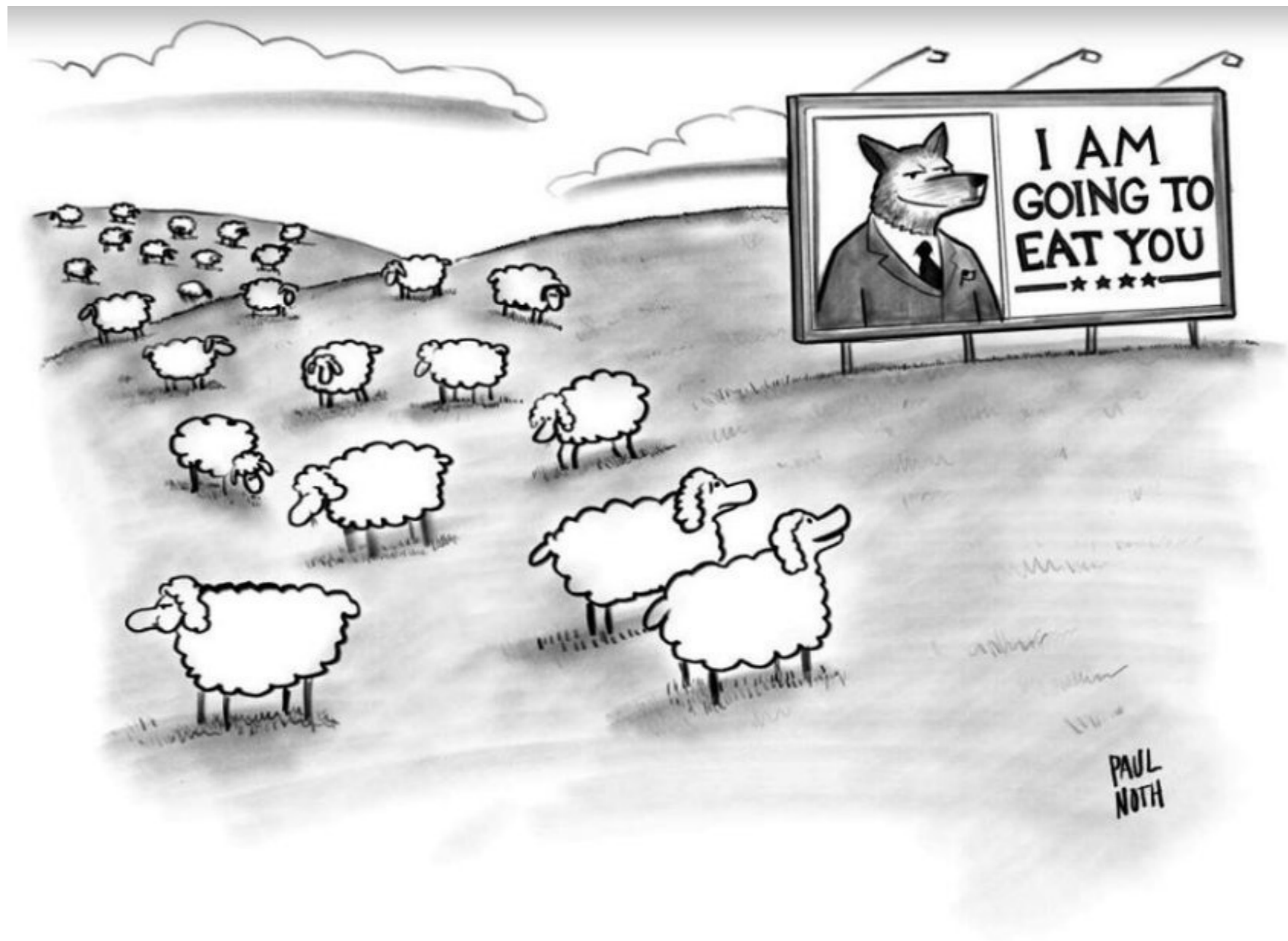
# **THE UGLY PROBLEM**

Banks don't speak transparency.  
People do not fully understand how financial  
institutions operate.

People don't trust banks.

It's better to slapped by truth than kissed by a lie.

*-Jewish proverb*



*"He tells it like it is."*

**UGLY TRUTH**

**UGLY TRUTH**



**TRANSPARENCY**

**UGLY TRUTH**



**TRANSPARENCY**



**TRUST**

# CONCEPT

We are exposing the **ugly truth** of banking.

Bank that is so honest that it openly communicates even the most appalling facts. Being 100% honest about every dirty banking move in the brings complete **transparency**.

Nothing remains hidden so there is nothing to be suspicious about. This develops customer's **trust**.



# **EXECUTION**

Through honest communication the bank educates its customers instead of trying to hide facts. This brings confidence in doing business with our bank.

**NO HIDDEN AGENDA.**



**FRANK  
BANK**



**FRANK  
BANK**

**\*IT'S TRUE.**

**X**

**FRANK  
BANK**

**IT'S  
TRUE.**

**FRANK BANK** 

**FRANK BANK**

**Home loans up to €10.000.000\***

**\* IF YOU TAKE  
A HOUSE LOAN,  
YOU'LL PAY FOR 2  
HOUSES. OR YOU  
CAN SAVE MONEY  
AND BUY A HOUSE  
WHEN YOU'RE 75.  
IT'S TRUE.**

# FRANK BANK

We offer loans with fixed<sup>\*</sup> and variable<sup>\*\*</sup> rates

**\* THE MARKET  
CONDITIONS MAY  
CHANGE AND  
YOU'LL GET F\*\*\*D.**

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**IT'S  
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**FRANK BANK** \*



**\* ONE MORE  
PURCHASE  
WILL GET ME  
IN RED.**

**\* I BROKE  
THE LOAN  
WITH LOAN**



**FRANK  
BANK**

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# **ADDITIONAL APPLICATIONS**

**SOCIAL MEDIA:** We promote 100% honest conversation between the bank and the public.

**BANK OFFICES:** open spaces with no barriers between clerks and customers.

**SPONSORSHIPS:** bank sponsors investigative journalism.

**IT'S TRUE!**