12 January 2026

Hang Seng Bank Unveils New Brand Campaign: "Deeply Rooted. Ever Evolving"

Hang Seng Bank today launched a citywide brand campaign, "**Deeply Rooted. Ever Evolving**" ("**恒久・恒新**"), reaffirming its ongoing commitment to grow with Hong Kong.

With nearly a century of heritage, Hang Seng Bank has grown alongside the city, serving generations of customers and businesses. The new campaign highlights the Bank's dedication to supporting customers and the community it serves, while continuously evolving to drive progress.

Luanne Lim, Executive Director and Chief Executive of Hang Seng Bank, said: "As the largest local bank, our heritage and the trust of our customers are the foundation for continued growth. 'Deeply Rooted. Ever Evolving' is our brand promise to build on this heritage and progress with purpose, leading innovation while staying true to our values. We remain as devoted as ever to bringing new banking solutions and friendly experiences to our customers, partnering our corporate clients to help them grow, and launching new community programmes to enable a thriving Hong Kong."

The campaign features Hang Seng's iconic spade-coin emblem, reimagined as a gateway to the future. Through a series of creative visuals, children are depicted playfully as bank staff – symbolising the Bank's commitment to building warm connections, supporting business success, and bridging communities across generations.

Recent initiatives reflecting the brand promise include:

- Upgraded Prestige Family+ account services, supporting customers to manage their multi-generational wealth management needs.
- Significant revamp of branch network, introducing the pioneering "We Come to You" service, placing customers at the heart of the Bank's operations.
- Launched "JustPay" with industry-first recording feature, transforming a functional payment service into a personalised experience.
- Upscaling the Sustainability Power Up Fund by 50% to support corporates' strong demand for sustainability loans
- Establishment of the Financial Volunteer Team to promote financial inclusion and provide financial education for underprivileged families.

"**Deeply Rooted. Ever Evolving**" will appear across print, digital, and outdoor media, and throughout Hang Seng's branch network.

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Photo Caption

Photo 1
Hang Seng's new brand campaign features the iconic spade coin emblem, reimagined as a gateway to the future.



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Photos 2-4
Through a series of creative visuals, children are depicted playfully as bank staff – symbolising the Bank's commitment to building warm connections, supporting business success, and bridging communities across generations.



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Photo 5-6
Hang Seng new brand campaign is featured throughout its full network of branches.



About Hang Seng Bank

Founded in 1933, Hang Seng has continually innovated to provide best-in-class, customer-centric banking, investment and wealth management services for individuals and businesses. It is widely recognised as the leading domestic bank in Hong Kong, currently serving close to 4 million customers.

Combining its award-winning mobile app and strong digital capabilities with a vast network of over 250 service outlets in Hong Kong, Hang Seng offers a seamless omni-channel experience for customers to take care of their banking and financial needs anytime, anywhere.

Its wholly owned subsidiary, Hang Seng Bank (China) Limited, operates a strategic network of outlets in major cities in mainland China to serve a growing base of mainland customers locally and those with cross-boundary banking needs.

As a homegrown financial institution, Hang Seng is closely tied to the Hong Kong community. It supports the community with a dedicated programme of social and environmental initiatives focused on future skills for the younger generation, sustainable finance, and financial literacy, addressing climate change and caring for the community.

Hang Seng is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. More information on Hang Seng is available at www.hangseng.com.