

Bank brand launches in CEE

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Bratislava, Slovakia: Raiffeisen International Direct Bank AG is changing its name to Zuno Bank AG and launching a new direct banking brand, Zuno, which is set to roll out in its first market during 2010.

Designed to bring a new approach to direct banking in Central and Eastern Europe (CEE), Zuno will target a growing set of customers who believe visiting traditional bank branches wastes valuable time and are instead looking for a direct bank that can offer the breadth of services and user-centric technology they expect.

Raiffeisen International Direct Bank AG commissioned The Brand Union in 2009 to create the new brand - since then, the work has encompassed brand strategy, segmentation analysis, competitive positioning, naming, logo, look and feel and brand guidelines that incorporate printed materials.

A unique event

András Hámori, CEO of Zuno BANK, explains the thinking behind the name: "Given the overall environment of the past few years, developing a new banking brand from scratch is a really unique event in the CEE banking sector. For this challenging task, we decided to co-operate with the professionals from the world-renowned global branding agency The Brand Union. We set numerous criteria for the name selection: We wanted a short, unconventional and distinctive name for our bank, one that is easy to remember and that fits in all of the CEE region's key markets from a cultural and linguistic perspective. At the same time, we opted for a name that will be 'internet-friendly' - after all, that is going to be Zuno's home. We're really happy that together we have successfully delivered on this brief."

Zuno will for the first time reveal its visual identity later this year at the launch of its operations in Slovakia. The new brand will be rolled out at steadily over the next few years in selected markets in the Central and Eastern European region.