

# News Release



For immediate publication

## RBC Caribbean Unveils New Brand Campaign: 'Your Ideas Happen Here'

**PORT OF SPAIN, April 4, 2025** — RBC Caribbean announced today its new brand campaign, 'Your Ideas Happen Here.'

This exciting transformation underscores RBC Caribbean's commitment to empowering clients to achieve their financial dreams, both big and small, especially as most individuals do not actively think about financial products and services in their daily lives.

In today's ever-changing environment, the need for personalized financial support becomes increasingly vital. RBC Caribbean understands that clients have diverse needs and aspirations that extend beyond day-to-day banking services.

The evolution to the new brand strategy 'Your Ideas Happen Here' builds on the 'A Bank for All of You' ethos, acknowledging the multifaceted lives and journeys of clients. By understanding each individual's unique path, RBC is better positioned to help them turn their ideas into reality.

"Our promise to our clients is steadfast: we are a bank that not only understands their financial needs but also genuinely cares about their life's goals," said Chris Duggan, RBC's Head, Caribbean Banking.

"Whether its homeownership, pursuing an education, managing your finances, or launching a new business venture, we are here to help turn those ideas into reality. 'Your Ideas Happen Here' reflects RBC's belief in the power of people and their ideas, emphasizing our role in helping clients thrive and communities prosper," he added.

The new brand campaign highlights RBC Caribbean's holistic strategy, allowing clients to share their ideas and benefit from the One RBC approach. This approach integrates the bank's expertise across all services, delivering solutions tailored to each client's unique needs.

With signals indicating improvement in RBC's brand perception within the Caribbean, this evolution to a new client-centered platform comes at the perfect time to align with the global brand. Clients will also notice an evolving look and feel in RBC's campaigns that reflects the RBC global platform while thoughtfully featuring the distinct nuances of the Caribbean.

RBC Caribbean is excited about this evolution, where the clients' ideas take center stage.

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### About RBC in the Caribbean

With more than 115 years of dedicated service to the region, RBC has a presence in 10 countries and territories, with 38 branches and over 2,800+ employees serving more than half a million clients. As one of the Caribbean's leading diversified financial services companies, RBC provides personal and commercial banking, wealth management, corporate and investment banking, insurance and trust and asset management services to a wide range of clients, including individuals, small businesses, general commercial entities, regional and multi-national corporations and governments. For more information, please visit [rbc.com/caribbean](https://www.rbc.com/caribbean).

## About RBC

Royal Bank of Canada is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. Our success comes from the 98,000+ employees who leverage their imaginations and insights to bring our vision, values and strategy to life so we can help our clients thrive and communities prosper. As Canada's biggest bank and one of the largest in the world, based on market capitalization, we have a diversified business model with a focus on innovation and providing exceptional experiences to our more than 18 million clients in Canada, the U.S. and 27 other countries. Learn more at [rbc.com](https://www.rbc.com).

We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities. See how at [powering ideas to help shape a stronger Caribbean](#).

### For more information, please contact:

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