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YOUR NEW BEST FRIEND / A metaphor for a digitalization


**DB Digital Friends**

**Follow the Leader**

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**YOUR NEW BEST FRIEND**  
A metaphor for a digitalization



Deutsche Bank the digital leader

**1. What kind of data would your service solution use?**

SOON

**2. Please describe in detail how the service would work.**

SOON

**3. How does your service create value for Deutsche Bank and the business client?**

SOON

**Solution**

We would like to propose an interactive approach for the storyboard, and for the storyline. In our opinion, DB employees are the ones whose own stories need to be out there and they have to be part of the “show”. Thereby, the bank could hire professionals for the fine tuning and realisation, but the story itself should be made by the employees!

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Please explain how your poster brings the idea of digital leadership to life?

DB could create an internal platform where employees could fill the questionnaires in (to be made by hired professionals) or write something that, for them, reflects all the values that are created, transferred or need to be, in order for the bank to be a digital leader. In addition, they will be able to say what they think digital leader from their perspective is, and how it can or will affect the working environment and day-to-day business. an open-ended platform, where employees would give the

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## **DIGITAL FRIENDS**

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Please provide a summary of your film script/storyboard:

We proposed a different approach and direct employee insight and stories. They would be the ones who made the script through an open-ended platform, where employees would give the “meat” for the script. Later on, the hired professionals, would make the storyline out that, and make posters, billboards and short movies.

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What makes your film poster and script special?

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The need for change and digitalization is pictured through the robot, while the organisation through the employee. Since the digitalization is inevitable and whoever comes to it first, he will have the advance over the competition. Thereby, the robot also pictures the DB as leading organisation in its field. In plain words, robot pictures digital leadership and guides the employee.

DB Deutsche Bank the digital leader

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## **DIGITAL FRIENDS**

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Are all parts of the design 100% your original work or did you use any stock or third party material? If yes, please link all stock, fonts and Creative Commons material here:

modified graphics from [www.freepik.com](http://www.freepik.com)

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## DIGITAL FRIENDS

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Creative's profile



**MAAA** PRO  
Architectural Designer

Creative's top 5 skills

Product Design, User Experience, Interior Design, Communication Concept,  
Service Design

Collaborators



**Dragos Radisavljevic** PRO  
Real Estate Specialist  
Belgrade, Serbia