

00:00:02.299 --> 00:00:04.900

Look at this logo. What does it make you think of?

00:00:04.900 --> 00:00:06.500

Beauté (Beauty), Bonjour (hello)...

00:00:06.500 --> 00:00:07.500

Bonheur (Happiness)!

00:00:07.500 --> 00:00:10.500

A company, an office, or something like that, right?

00:00:11.899 --> 00:00:13.100

Belgium.

00:00:13.899 --> 00:00:15.899

It's a B, B, B, but you can't tell what it is.

00:00:17.500 --> 00:00:20.100

It's a firm, it's... a firm?

00:00:20.100 --> 00:00:23.100

No, it's not catchy because we've never seen it before.

00:00:24.100 --> 00:00:25.500

What does it make you think of?

00:00:25.500 --> 00:00:26.500

A bank.

00:00:27.899 --> 00:00:29.700

Banque Populaire, I don't know.

00:00:29.799 --> 00:00:30.799

A bank?

00:00:32.599 --> 00:00:33.200

Which one?

00:00:33.200 --> 00:00:35.000

Is it BNP, right?

00:00:35.000 --> 00:00:36.599

Société Générale.

00:00:36.599 --> 00:00:39.200

A bank? Oh!

00:00:39.200 --> 00:00:39.799

A bank?

00:00:39.799 --> 00:00:41.000

Banque Populaire.

00:00:41.000 --> 00:00:42.799

Yes, a bank.

00:00:42.799 --> 00:00:44.400

Banque Nationale de Paris.

00:00:44.400 --> 00:00:46.200

What do you think of this emblem?

00:00:46.200 --> 00:00:53.599

The contrast between the dots and the solid part of the B, it really catches the eye.

00:00:53.599 --> 00:00:59.200

But as for knowing it's BNP, well, obviously, if you know it's BNP, then sure.

00:00:59.700 --> 00:01:02.700

It's too basic, and we've been seeing it for 20 years.

00:01:02.700 --> 00:01:08.900

The color of BNP, I think it's more about the bank, the check.

00:01:08.900 --> 00:01:11.699

In any case, the check is green.

00:01:11.699 --> 00:01:13.500

I would have said green.

00:01:13.500 --> 00:01:15.900

So, tell me, how should this logo be?

00:01:15.900 --> 00:01:16.900

In two words, okay?

00:01:16.900 --> 00:01:18.900

That there aren't already little dots around it.

00:01:18.900 --> 00:00:20.500

Or that it's not just the B.

00:01:20.500 --> 00:01:24.699

Since it's BNP, you could put the B, the N, the P, and then, I don't know, do something else, like stripes.