

Press release

Hamburg Direct Bank wins two German Brand Awards 2026

- Digital brand of Hamburg Commercial Bank named 'Winner' in the categories 'Newcomer Brand of the Year' and 'Banking & Financial Services'
- From the jury's statement: "The design and naming combine Hanseatic heritage with digital accessibility, without losing sight of the connection to the parent brand."

HAMBURG/GERMANY – Hamburg Commercial Bank (HCOB) has been named a 'Winner' in two categories at the German Brand Award 2026 for its digital brand, Hamburg Direct Bank, through which it offers retail customers call money and term deposits. The prizes in the 'Excellent Brands' discipline were presented on Thursday by the German Design Council in the categories 'Newcomer Brand of the Year' and 'Banking & Financial Services'.

A clear brand strategy in a saturated market

"We are delighted to receive these awards, particularly given that Hamburg Direct Bank has only been on the market for a few months. In a saturated market where many providers position themselves on the basis of interest rates, we wanted to develop a distinctive profile: a brand that builds on trust whilst at the same time convincing customers with fair, transparent terms and conditions. The fact that this has been recognised so quickly validates our approach and is a credit to the entire team," says Nadine Kaiser, Head of Marketing & Communications at Hamburg Commercial Bank and responsible for the brand development of Hamburg Direct Bank. "What was crucial for us was a distinctive, consistent brand identity, from corporate design and visual language right through to the website and app. This is complemented by an intuitive user experience that provides investors with clear guidance."

Jury recognises consistent brand management

The 17-member independent expert jury of the German Design Council, comprising representatives from business, academia, agencies and consultancy, recognised the clear brand strategy, the consistent brand identity and the targeted approach to private customers: "With 'Hamburg Direct Bank', Hamburg Commercial Bank has developed a clearly profiled brand for security-conscious retail customers. The strategy derives trust, transparency and ease of use in a well-founded way from the target group and competitive environment. Design and naming connect Hanseatic heritage with digital accessibility without losing proximity to the parent brand. The well-structured implementation anchors this stance across the platform, communication and internal activation," stated the German Design Council.

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Chairman of the Supervisory Board: Paulus de Wilt

Management Board: Luc Popelier (Chairman), Marc Ziegner (Deputy Chairman), Jens Thiele, Reinout van Riel

Digital offering for flexible investments

Hamburg Direct Bank was successfully launched in March 2026 as HCOB's new digital brand and offers retail customers call money and term deposits with attractive terms. The online platform www.hamburg-direct-bank.de enables secure investment with flexible terms. All accounts are managed digitally, from account opening to the administration of all investments, conveniently via the app or browser, and are free of charge for investors. The platform focuses on easy access, maximum transparency and clear terms and conditions. Deposits with Hamburg Direct Bank are subject to the same statutory deposit guarantee scheme as those of Hamburg Commercial Bank. In addition, HCOB is a member of the voluntary deposit guarantee fund of the Federal Association of German Banks e.V. (ESF), which also safeguards deposits held with Hamburg Direct Bank.

Recognising strong brands: the German Brand Award

The German Brand Award is a competition for holistic, strategic and creative brand work. The award is an initiative of the German Design Council and GMK Markenberatung, which has recognised strong brands and sustainable brand management since 2016. With nearly 1,700 cross-sector entries from 18 countries, this year's awards once again underscore the high relevance of the prize both domestically and internationally.

About Hamburg Direct Bank

Hamburg Direct Bank is a brand of Hamburg Commercial Bank AG and offers private customers secure online call money and fixed-term deposit accounts on attractive terms. The terms for fixed-term deposits range from three months to ten years. Investors can conveniently manage their accounts round the clock via online banking or the app, and there are no account maintenance fees. All deposits held with Hamburg Direct Bank are covered by the same deposit guarantee scheme as those held with Hamburg Commercial Bank. Further information is available at www.hamburg-direct-bank.de.

About Hamburg Commercial Bank

Hamburg Commercial Bank AG (HCOB) is a private commercial bank headquartered in Hamburg that specialises in tailor-made financing solutions for German and European companies. It also has a strong position in Germany-focused real estate financing, is an established project financier in Europe, and a reliable partner for the shipping sector. Efficient and secure payment services, as well as innovative products for foreign trade complete the range of services. The bank is guided by established ESG criteria and operates from several locations in Germany as well as in Amsterdam, London, Luxembourg, and Piraeus. Under the "Hamburg Direct Bank" brand, HCOB offers call money and fixed-term deposits for private customers. Further information is available at www.hcob-bank.com.

About the German Design Council

The German Design Council is one of the leading international organisations for design, branding and innovation. It works to promote the transformative power of design in business, society and the environment. Founded in 1953 on the initiative of the German Bundestag, the foundation supports companies and institutions in utilising design as a strategic resource for sustainable innovation and long-term success. Through awards such as the German Design Award, the foundation highlights outstanding achievements and promotes dialogue on forward-looking and sustainable design strategies.