

Bank of East Asia Teams with Prophet Brand Strategy to Revitalize Exclusive SupremeGold Brand

Written by Australian Business

HONG KONG, CHINA - [Media OutReach](#) - 12 August 2014 - [Prophet](#), a strategic brand and marketing consultancy, has announced its collaboration with [Bank of East Asia, Limited \(BEA\)](#) to contemporize the [SupremeGold](#) brand to better fit the needs of today's young affluent customer. The new SupremeGold is stylish, sophisticated and customer-centric, brand