

ID Marketing - “Bigger” - Case Study

Objective: Increase commercial business sales. Local community bank wanted to communicate that they are in fact bigger than they look, with 17 branches and \$1.1 Billion in assets, meaning they can offer the same big bank business services larger banks can. Tone: fun yet classy.

Strategy: Custom box was created with teaser graphic on top. Inside is a magnifying glass with 3 bullet points under the glass, looking “bigger”. Romance card adhered to inside lid with punch line on top, detailed message and call to action inside. The bank representative’s business card is attached to top flap inside card with removable glue spots.

Strategic Delivery: Marketing piece personally delivered to target audience by a bank employee; some were shrink-wrapped and mailed. This was followed up within 24 hours by the bank representative if the receiver had not contacted them already.

Results: TBD, project still in process, but so far reps are experiencing a 40%+ success rate, a substantially better rate of return than brochures and cold calls. So far the project has generated over \$270k in new commercial business. Will update status as project proceeds.

