

ID Marketing - “Stone’s Throw” - Case Study

Objective: Increase commercial business sales.
 Local community bank wanted to communicate that they are neighbors, only a “stone’s throw away.”
 Tone: fun yet classy.

Strategy: Custom box was created with a picture of a stone and the teaser “We’re just a stone’s throw away... “. This was a generic design that could be used by all the branches. Inside the box is a real river rock paperweight, and the card saying “...but frankly, we’d prefer you call us.” Inside card is detailed message and call to action. 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. This was followed up within 24 hours by the bank representative (if the receiver had not contacted them already).

Results: TBD, campaign still in process, but so achieving a 40%+ success rate, a substantially better rate of return than brochures and cold calls. Will update status as project proceeds.

