

## ID Marketing - “Time to Switch” - Case Study

**Objective:** Increase commercial business sales. To take advantage of apprehension created by upcoming mergers of competitive banks.

**Strategy:** a similar hourglass piece to the “Mr. Willson” piece was created using a graphic of an antique pocket watch on the top of the box with the text *“it’s time to switch...”*, and on the inside lid a notecard saying *“...and we’d like a few minutes of your time to tell you why.”* The “antique” theme was intentionally used to draw attention to the fact that Merchants Bank has been around a long time – the same bank that was started well over 100 years ago. The same antique looking 3 minute timer was enclosed to tie in with “a few minutes of your time:”. An introduction and call to action was printed inside the notecard; the client’s business card was attached as well.

**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, project still in process. Will update status as project proceeds.



**D**uring these challenging economic times, our financial strength and 136 years of conservative banking principles have resulted in having money available to help qualified clients grow their businesses.

We’re a local bank small enough to know our customers by name, but big enough to provide the full-service solutions that you need. You may not be aware of this, but not only has Merchants Bank stood the test of time for over 136 years, we have over 1.1 BILLION in assets, we have 17 branches and we are the 6th largest bank chartered in Minnesota.

We’d appreciate a few minutes of your time to discuss how we may be able to help you meet your business objectives. Your time is valuable, so we will call to schedule an appointment in advance, or you can call us if you’d like to meet sooner.

Lakeville: 952.841.4260  
Apple Valley: 952.837.4050

Hastings: 651.437.7760  
Cottage Grove: 651-459-2100

