

## Dime Savings Bank of Williamsburgh Professional Banking Acquisition DM

### Challenges:

Attorneys and law firms are attractive bank customers; most banks actively solicit their business

DM and offer needed to stand out and motivate prospects to meet with a Dime banker

### Solutions:

Prospects were offered a \$100 gift certificate to a well-known local steakhouse, which like Dime, has a long tradition serving the community

The provocative OE teaser and letter headline tied back to the steakhouse theme, as did the envelope itself

Followed up by outbound calling, the campaign was extremely successful

