

BMO Harris Employee Banking Promotion

Challenges:

Low morale among employees of two recently merged banks

Banking benefits available to employees not widely known

Desire to create passionate advocates of the bank

Solutions:

Collateral and digital channels featured original photography of actual bank employees in high energy visuals

Memorable imagery and use of bank's lion mascot to create excitement, boost morale and inspire enthusiasm



Posters



Two-Sided Counter Tent Cards



In-Branch Posters



Employee Premium



In-Branch Digital Display