



Introducing our new, stronger product lineup. STERLING NATIONAL BANK Welcome to clearer choices and expanded possibilities Dear Valued Client: We are pleased to unveil the consolidated lineup of products and services that will now be available going forward in all of our financial centers at Storing National Bank. Many of these choices will be familiar by 200, Others will be new, with advantages and conveniences that could enhance your business or personal business grantifically. If you don't see some of your current accounts and services listed in the enclosed brochuse, don't worry - athough they may no larger be available to open a man incoming your exchanges and conveniences that could enhance your business or personal business or personal business of the convenience of t

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Sterling National Bank New Product Introduction

Challenges:

Need to communicate availability of new bankwide product suite to customers of two merged banks months before changing existing accounts

Brand design and brand voice not yet well-established

Solutions:

Showcased new product lineup as tangible benefit of merger

Reinforced strong brand elements to convey consistent messaging