

MB Financial/Cole Taylor Merger

Challenges:

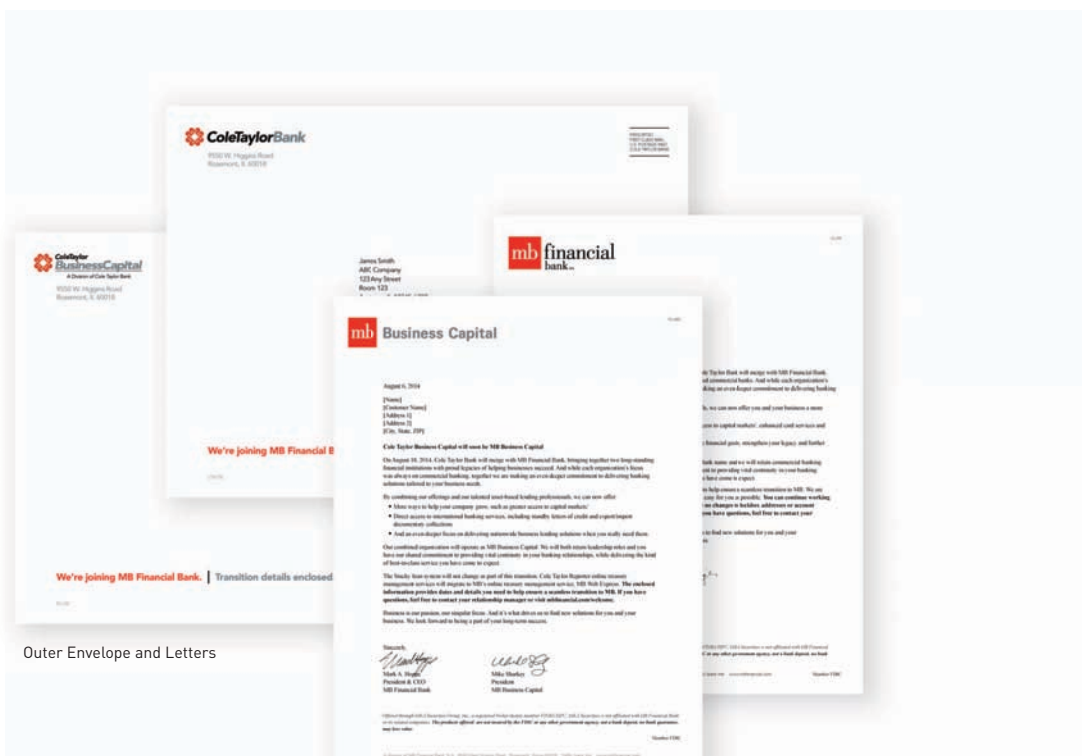
Both Chicago-based banks had a well-established commercial/middle market focus; transition communications needed to clearly reinforce the ongoing commitment to serving that market

Solutions:

MKP developed a brochure that provided significant change information in an easily-digestible manner

Actions required for a smooth transition were clearly highlighted, along with key dates

Cover letters outlined the benefits of the transition and highlighted the new and improved products that would soon be available



Outer Envelope and Letters



Brochure