

OceanFirst Bank/ Ocean City Home Bank Merger

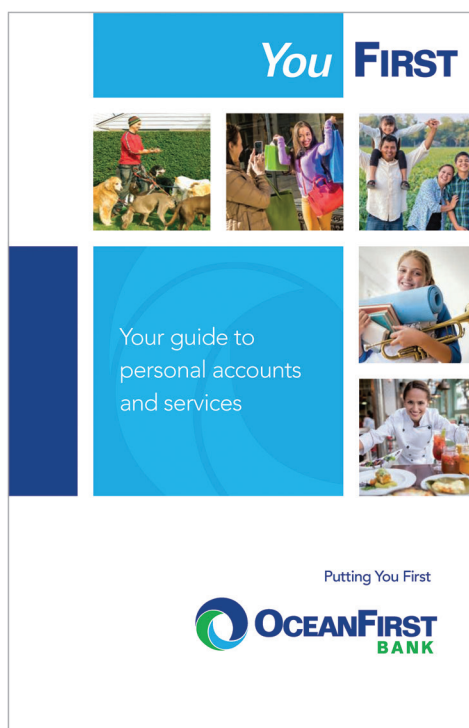
Challenge:

Assure the acquired customers – that their new bank, with a 115-year heritage, was stable and secure, sharing values and a commitment to customers and the communities they serve

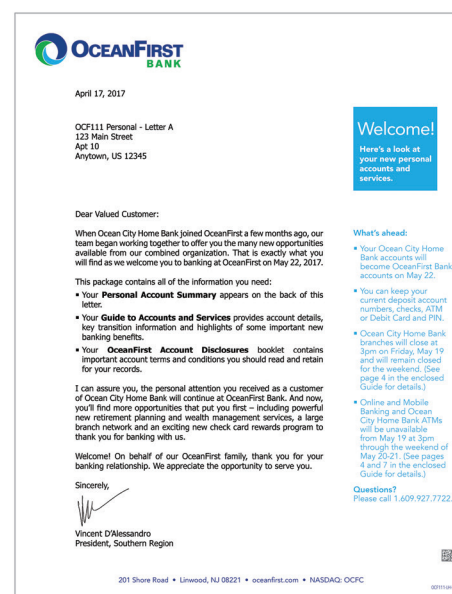
Solution:

Introduce OceanFirst's new branding, "Putting You First," to the acquired customers, building confidence and setting the stage for the advantages of the larger institution

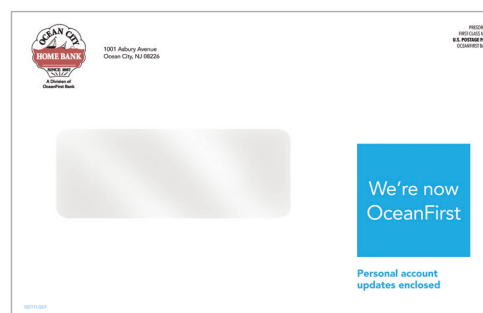
Consumer and business versions included a personalized listing of the customer's accounts, showing the current and new account name, along with a reference to the page number in the brochure with key product features



Personal Account Guide



Letter with Personalized Account Listing on Back



Outer Envelope