

Sterling National Bank/Astoria Bank Merger Pre-Conversion Communications

Challenge:

Long period between announcement and Legal Day One; bank name change at LD1

Inspire confidence in new organization as large, well-loved retail bank merged with unknown business bank

Solution:

Series of targeted communications to consumer and business clients at both banks, including digital, in-branch and direct mail

Pre-LD1 preview mailing to consumers alerting them to bank name change at LD1; 9 versions of LD1 announcement to various client segments with brochure introducing the Sterling brand and approach to service



Pre LD1 Banner



LD1 Banner



Sterling Branch Poster



Brand Brochure