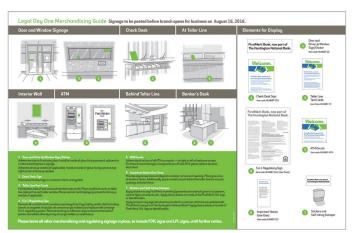


FirstMerit Bank has now joined Huntington #### APRIL A Procurement Communication Latter & ER AL Communication Latter & Latt





In-Branch Handout-Front



Planogram



In-Branch Handout-Back

Huntington/ FirstMerit Merger (Pre-Conversion)

Challenge:

With more than a year between the announcement of this very large merger and the completion of the systems integration, communications had to embrace and engage all the acquired customers, specifically reassuring FirstMerit's substantial commercial segment that they would continue to be well-served despite the widespread perception of Huntington's retail focus

Solution:

A comprehensive communications plan, including a series of well-timed interim DM/EM, website and inbranch tactics to maintain customer and employee engagement; a "merger icon" appeared on all materials as an identifier