

Blue Hills Bank/ Nantucket Bank Merger

Challenges:

The acquired bank name was not changing, but materials had to emphasize the shared values and brand personality of the acquiring bank

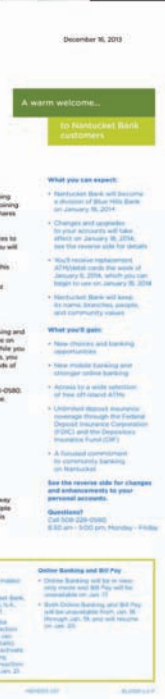
Solutions:

Imagery in the brochure was Nantucket focused, reinforcing the local pride of the recipients

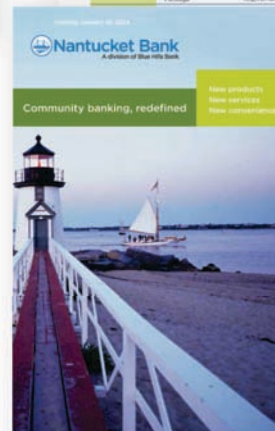
Change information was provided in customized copy blocks on the back of the cover letter, to streamline the package and provide a better customer experience



Letter



Disclosure



Brochure

