

Huntington National Bank Branch Consolidations

Challenges:

Legal notices of branch consolidations need to carry a straightforward message and mitigate concerns

Standardize the approach so multiple closings can be turned around quickly, including development, production and mailing

Solutions:

MKP developed a clean, direct 90-day letter with sidebar to highlight key facts and features of the new location; additional mailings at 60 and 30 days for safe box

Collateral includes branch and ATM signage and take-one brochures

MKP has managed these ongoing consolidations since 2007 and creative is updated to reflect evolving brand guidelines



Letter



Outer Envelope



Take One



ATM Signage



Poster