

Bankwell Merger – Conversion

Challenges:

Three local community banks in Fairfield County, CT joined under the new name of Bankwell; communications needed to build the identity and positioning of the new brand while providing information about the transition

Solutions:

Straightforward, low-cost communication package: generic letter and key change information with the fresh new look and feel; closed-face envelope

Package contained a brochure highlighting the new brand attributes and reinforcing the advantages of local banking at Bankwell

