



Letter 1

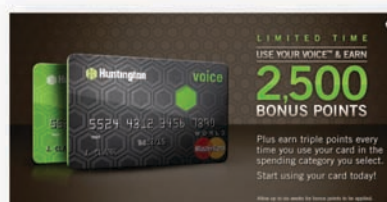
Letter 2



Email



Landing Page



Banner

## Huntington National Bank Voice Credit Card Activation

### Challenges:

Motivate new credit card customers who were inactive in the first 60 days to begin using their card

Test two offers – bonus rewards points vs. 0% APR – with creative that had to work within pre-determined production specifications

### Solutions:

MKP used existing Voice design elements to leverage brand familiarity

Our creative concept, "Start using your Voice," was more effective than other tested concepts, and was rolled out

Multi-channel campaign included direct mail, online landing page and banners, and an email test