

Eastern/Wainwright Merger

Challenges:

Until its acquisition by Eastern, a long-established Boston-based bank, Wainwright had the most socially progressive agenda in the U.S. – environment, affordable housing, LGBT

Wainwright customers had a strong emotional attachment to the bank, concerned about the loss of emphasis on the things that mattered to them

Solutions:

MKP created merger communications with a carefully balanced blend of information and emotion – “We’re glad you’re here”

Photography and design helped Wainwright customers feel comfortable about banking at Eastern

Proof points supported Eastern’s continuing commitment to the community

