

Huntington/Sky Merger

Challenges:

1.4 million retail, private client, commercial and small business customers were impacted by the conversion to Huntington products following this large merger

Communications had to accommodate a wide range of changes without overwhelming the customers

Solutions:

This "master mail" package was one of 50 separate communications; MKP developed a unified look to reinforce the importance and consistency of Huntington as a recognizable brand

Customized copy blocks described changes to each individual's accounts, using a unique short-fold format for the letter to draw attention to the customized information

A perfect-bound brochure combined marketing highlights with requisite disclosures for a more streamlined package

