

Beneficial Bank/ Conestoga Bank Merger

Challenge:

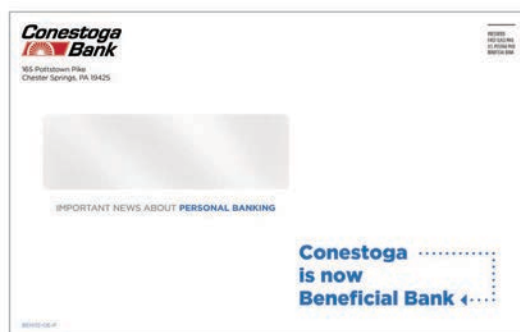
Reassure customers that they would continue to receive the high-touch, personal and local service to which they were accustomed, mitigating concerns that they would lose their small, local bank experience

Solution:

Authentic and easy-to-follow conversion communications reinforced the pragmatic style of the Beneficial brand, focused on knowledge and making customers smart about their banking

Use of the acquired bank's logo on the outer envelope ensured the package would be opened and read; inside the package, the Beneficial brand was introduced and brought to life

The letter paired the "Welcome to Beneficial" message with "We're glad you're here," with the graphic connection mirrored on all package elements



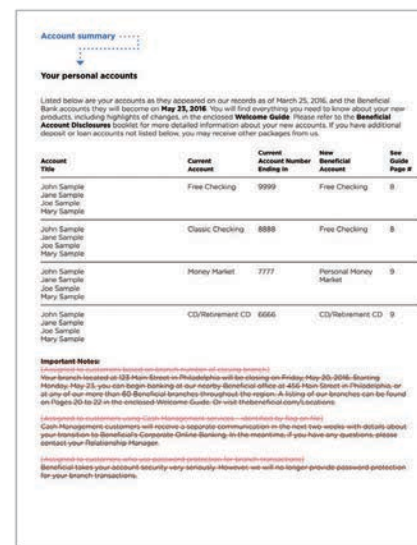
Outer Envelope



Brochure



LetterFront



LetterBack