

Sterling National Bank/Hudson Valley Bank Merger

Challenge:

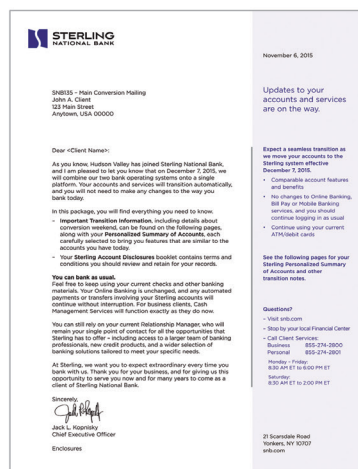
Convey Sterling's strong brand position and relationship approach to the acquired customers

The name change to Sterling took place at legal close, months before the systems conversion occurred

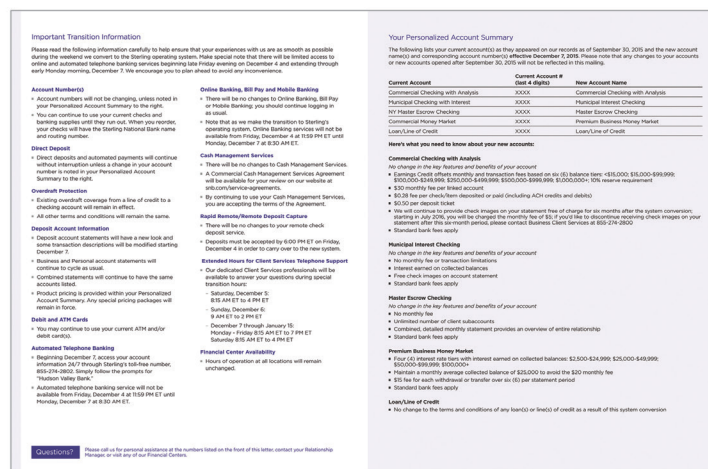
Solution:

Develop a “brand brochure” for the LD1 communication, to build excitement about the Sterling story and make the new clients feel comfortable and welcome; the tagline “Expect Extraordinary,” which we had created in a previous merger for Sterling, was prominent, and helped set an optimistic tone and promise

The conversion communication was a 3- to 4-page letter containing fully customized change copy for each of the bank's clients, delivering just the information they needed about their specific accounts



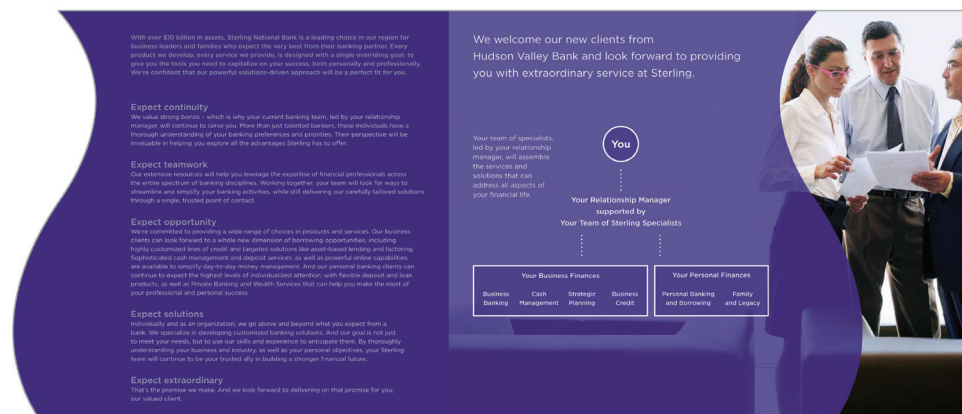
Conversion Letter Front



Conversion Letter Interior



Legal Day One Brochure



Legal Day One Brochure Interior