

## First Union/First Fidelity Merger

### Challenge:

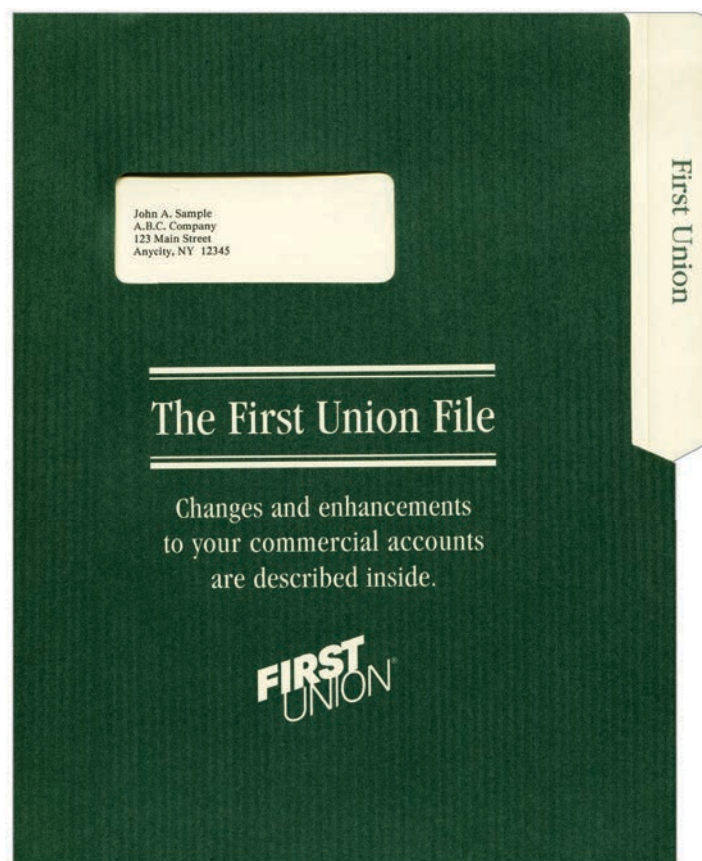
In what was then (1995/1996) the nation's largest bank merger to date, MKP (in its infancy) was engaged by First Union to develop and implement customer communications to more than 2.5 million customers of First Fidelity across all lines of business during a year plus-long integration

### Solution:

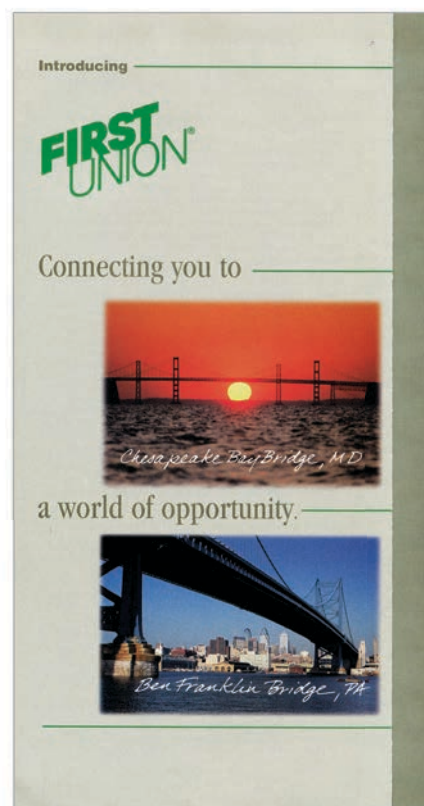
An innovative mail package format (in-line production marrying print and laser technology) and "copy block" approach delivered customized change and cross-sell messages most cost-effectively for the required quantities

Custom programming integrated data from numerous bank files, sending only one package to each customer

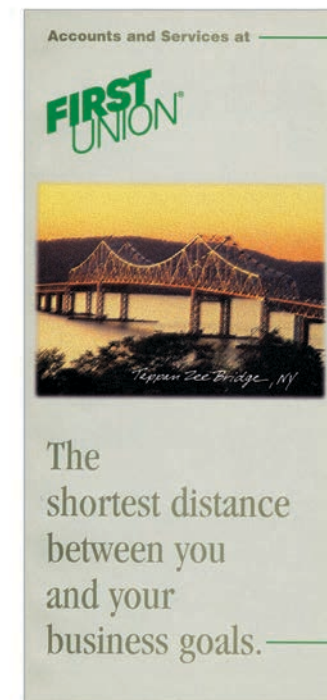
Notably, MKP was named First Union's 1996 Corporate Supplier of the Year for our work on this merger



Commercial Folder



Small Business Inline Package



Small Business Insert