

Amalgamated Bank Product Conversion

Challenge:

Customers of this New York bank, while generally loyal, had experienced a lot of negative changes during the prior year

With half of the customers 60+, communications had to be easy to understand; all customers needed reassurance of the bank's ongoing progressive traditions

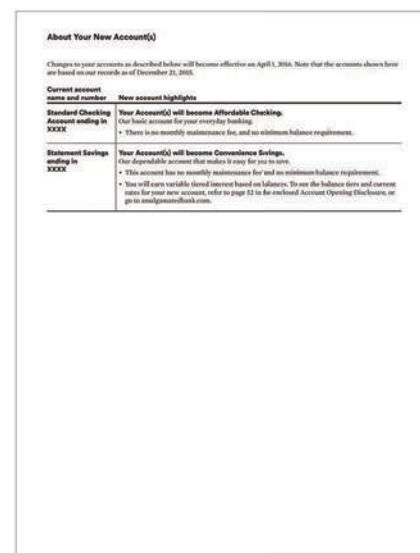
Solution:

Customized letters provided straightforward product change information

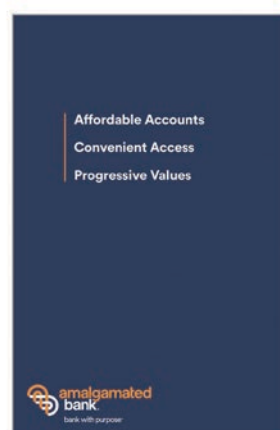
A copy-light tri-fold brochure highlighted the new deposit accounts and updated access features, reinforcing the bank's continuing commitment to its core social values



Cover Letter



Back of Letter



Brochure Cover



Brochure Interior