

BM0 Harris Post Merger Product Streamlining

Challenges:

The final step in a two-year conversion process following the merger of Harris Bank and M&I Bank, 2.5 million customers from two legacy banks experienced a second major product conversion; impacts varied across the board

Solutions:

MKP created a single communication approach, using full customization to deliver the relevant product change information; individual copy blocks were lasered onto an 11 x 17" form

Package also contained a sales brochure highlighting the new products and a legal Change in Terms disclosure