

## BMO Private Bank Repricing Direct Mail

### Challenges:

Need to communicate customized repricing information to high value trust customers

100+ variable signers;  
complex personalization with dozens of product-specific copy blocks; up to 9 relevant fee schedule enclosures

### Solutions:

A booklet style communication controlled the flow of variable messaging with an attached letter from the Regional President

Product and change specific copy blocks were assigned at the customer level and delivered information relevant to the recipient

Variable Relationship Manager signatures reinforced the personal nature of the customer's relationship



8.5 x 11 Letter Front and 11 x 17 Inside Spread



Fee Schedules