

## BNY Mellon/ Atherton Lane Advisers

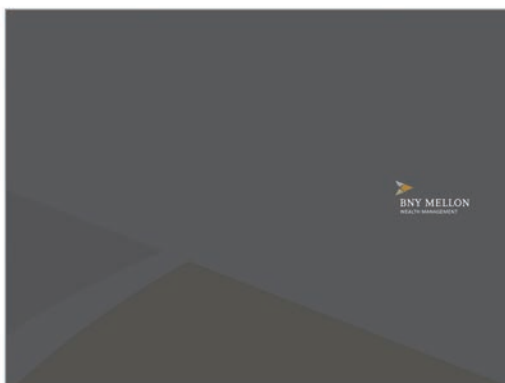
### Challenge:

Acquired boutique investment advisory clients were concerned that they would lose their high-touch personal service when becoming part of a multi-billion-dollar global wealth management company

### Solution:

Two direct mail packages: (1) an announcement of the acquisition promoted the overall benefits of joining with BNY Mellon; (2) (shown here) the official Welcome Kit described advantages of the new online platform and what was not changing, reinforcing the expanded lending, banking and complex financial management capabilities of the larger firm

Materials carried the rich color palette and textures we created for BNY Mellon Wealth Management branding; all elements were enclosed in a folder, which carried the business card of each advisor



Folder Cover



Letter



Brochure Cover



Product Slipsheet