

Huntington/ FirstMerit Merger (Conversion)

Challenge:

Conversion communications needed to address three distinct segments: personal, small business and commercial; Huntington's powerful retail brand had to be adapted for the large commercial audience

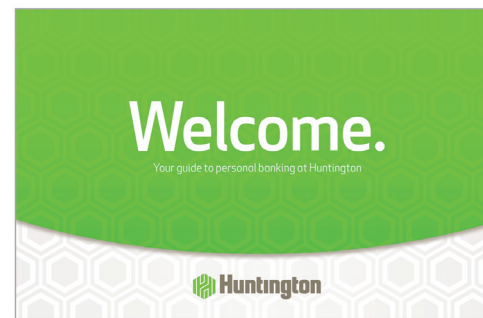
Solution:

More than one million fully customized letters, using 100+ variable copy blocks assigned to each customer based on the accounts and services they used, leveraging our expert data management skills

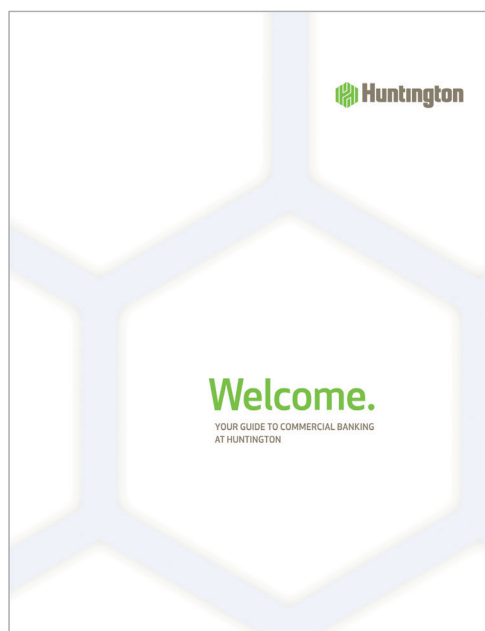
The accompanying Welcome Guide was versioned to target each segment, with a new brand look and feel we developed for commercial



Business Brochure



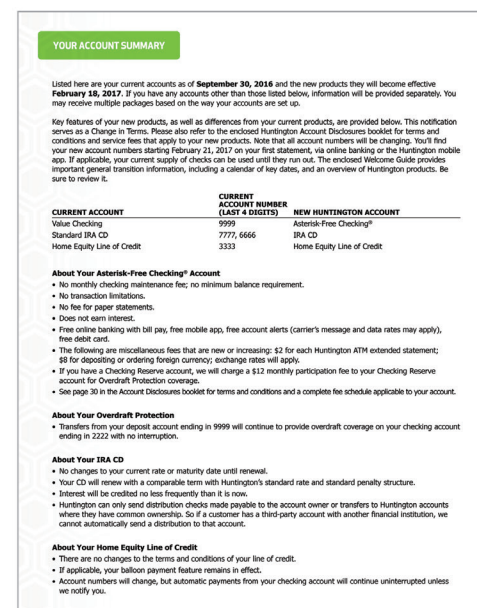
Personal Brochure



Commercial Brochure



Letter Front



Letter Back