

Community Bank of the Chesapeake



Thinking Inside the Box to Attract Prospects

Sector: Financial services – banking

Elements: Dimensional direct mail

Community Bank came to Creative Co-op with the goal of acquiring new retail customers in affluent professional segments. These prospects (doctors, accountants, realtors, lawyers) represented above-average potential for new bank accounts and/or loan relationships. But how could Community Bank get their attention and build awareness?

Creative Co-op developed high-impact dimensional direct mail packages that would stand out with busy professionals. Each 7" x 7" box, created in Community Bank's signature red, featured a headline to intrigue the recipient: "Here's something you may not know about Community Bank."

Relevance is a key to direct mail effectiveness, so each box had a cost-effective insert card tailored to recipients. Health care professionals, for example, learned that Community Bank's "Number one job is making people feel good," with extended hours for busy doctors and nurses.



Dimensional Direct Mail

A tailored message and premium helped professionals switch to Community Bank.

Each mailing also included a logo-imprinted premium to help prospects keep Community Bank in mind.

- Doctors received a first aid kit for healthy finances
- Accountants received a calculator to crunch numbers for a new account
- Real estate professionals received a lock box to help open doors
- Lawyers interested in saving time and money received a pocket watch

RESULTS

The campaign proved successful, attracting high-value professionals to Community Bank for a return on investment that was thousands of times greater than the cost of the mailings. Community Bank and Creative Co-op were both honored to have the American Bankers Association add the campaign to its marketing textbook.

This direct mail campaign was literally a textbook example of how to attract affluent prospects.

To learn more about Creative Co-op and our approach to creating distinctive and powerful brand communications for your business, call 603.658.1600.