

LEVERAGING AN INTEGRATED MARKETING COMMUNICATIONS STRATEGY

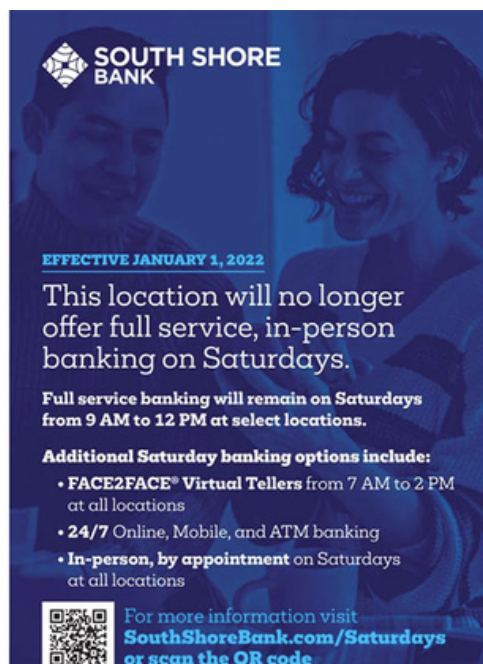
COMMUNICATE BANK CHANGES BEYOND REGULATORY REQUIREMENTS

CHALLENGE/OBJECTIVE

South Shore Bank was making a change to their in-person banking hours on Saturdays. The catch was that the change was impacting some branches and not others. Therefore it was important to communicate which branches were being impacted and which branches were keeping hours on Saturday.

SOLUTION

To ensure minimal client disruption while meeting the regulatory requirement to communicate changes in hours, BKM Marketing worked with South Shore Bank to develop an integrated communication strategy leveraging multiple channels to communicate the change. Communication to clients began 45-days before the change took place and communication continued after the change period to reenforce where and how clients could continue to bank on Saturdays.



PROGRAM ELEMENTS

- ▶ The communications highlighted which banking locations were maintaining their full service Saturday hours. In addition the mail piece and in-branch signage highlighted the alternate ways clients could continue banking on Saturdays including online, mobile, at ATMs, and through the Bank's Face2Face® Virtual Teller Service.

The following integrated channels were leveraged to communicate the change in banking hours:

- Branch Print Collateral
- Direct Mail
- Social Media
- Digital Communications
- Website Announcements
- Dedicated Landing Page



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