

## Case Study

### Acquisition Marketing • International Bank

#### Background

A well-known international banking and financial institution had recently acquired a large and successful regional bank. The acquired bank was highly respected within its operating region, with a large and very loyal customer base.

The client asked Altyris to provide a transition campaign to inform the bank's customers and announce the acquisition to the regional market in a way that would protect the existing customer base while also attracting new customers.

#### Analysis and Teamwork

Our marketing team worked with the client to define the needs, expectations and concerns of existing customers as well the general market in the target region. Based on this information, we then developed a carefully-timed campaign for effective communication with stockholders, existing customers, newly acquired customers and the general market.

The Altyris creative team developed the marketing concept and message, then designed and produced advertising and direct mail to effectively deliver the acquisition marketing message to targeted customer segments.

#### Results

News of the acquisition was delivered in a carefully timed manner and received an overwhelmingly positive response. Our client shortened the name transition period considerably while maintaining high levels of customer loyalty. The campaign generated significant increase in deposits within key targeted customer segments.