

IDEAS: Banks & Financial

New Accounts

Promotional Products make great incentives for customers opening new accounts or suggesting new services to your current customer base.



Customer Appreciation

Show your customers how valuable you consider their business. These items are great for customer-retention and they'll put your name in front of their families and friends.



Event Handouts

Many banks & credit unions promote themselves in local parades and outdoor festivals. These economical items make great handouts to keep your name in potential customer hands long after the event is over.



Paperless Banking

What better way to promote online & paperless banking services than eco-friendly items? EcoCoolie 2.0™ Material contains 85% post-consumer material (recycled P.E.T. plastic bottles)!



Objective #21002: Bank wants something other than a paper envelope to give to new loan clients to hold the loan documents.

Solution: Ordered 11" x 6" zippered bag imprinted with the bank's logo, web site, and branch office phone number.

Result: Customer were more likely to find all the proper paperwork when discussing their account with the bank, and many loan customers also moved their checking and savings accounts to this bank.



Objective #21001: A local credit union wants to increase the amount of children's savings accounts.

Solution: They hold a "birthday party", inviting the children of current customers. Gives each child a mini wallet to carry money into the credit union to make deposits in their new savings account.

Result: The credit union saw an increase in children's saving accounts



Objective #730: A mortgage company wants to increase new loans.

Solution: Challenger Mugs were given out as a free gift for new customers who filled out credit applications.

Result: They saw an increase in new loans, and captured more information to better target potential contracts in their community.



Objective #0532: Bank wants a gift to entice clients to order checks directly from them instead of mail order.

Solution: Order checkbook covers, and use them as a gift for anyone ordering checks.

Result: The bank saw an increase in clients ordering checks through their local branch.



Objective #0534: An investment company wanted a leave-behind gift for each person they spoke with at company meetings.

Solution: The business card holder was chosen for its usefulness.

Result: Since web info was on the holder, they saw an increase in people viewing their accounts online.