

## Fifth Third Bank

### **Case Study:**

How can an already well-established bank increase their business accounts?

### **The Challenge:**

To help Fifth Third Bank increase their business accounts in Northern Kentucky.

### **The Solution:**

Holland developed a strategic plan that successfully targeted 800 presidents and decision-makers in small to medium size companies.

- Recommended investing marketing dollars in direct mail and newspaper advertising.
- Created clever, dimensional direct mail pieces, enclosing cans of Dixie Chili to illustrate the company's success story with Fifth Third Bank.
- Advised a direct mail follow-up with personal phone calls from the Banking Center Manager and Business Development Group.
- Designed a series of two newspaper ads for the Kentucky Enquirer, Kentucky Post, Sunday Challenger and Community Press newspapers.
- Suggested to Fifth Third's representatives to bring spaghetti and oyster crackers to their prospective clients to have with the chili that they received.

### **The Results:**

Fifth Third Bank saw an overwhelming direct mail response with over 50% of targeted executives making sales appointments, surpassing Fifth Third's new business account goal by garnering 18 new business accounts—all within 90 days.

