

# BANKING



## CASE STUDY

070605-005



**“New account acquisition increased by 40% per company.”**

- INDUSTRY** Banking.
- OBJECTIVE** Offer personal banking services to commercial customer's employees.
- TIME FRAME** Year long promotion.
- OFFER** 3/2 Fun Advantage™ vacation package was awarded for those who attended a presentation of bank services through the company's HR department and opened any account with the bank. Presentation included a pizza luncheon and statement stuffers.
- RESULTS** New account acquisition increased by 40% per company.
- NEXT ACTION** Planning another promotion using Motivation Advantage vacation incentives.