

# BANKING



## CASE STUDY

070924-001



Generated  
**\$2.4 million**  
in 2 weeks.

**INDUSTRY** Banking.

**OBJECTIVE** Deposit Promotion.

**TIME FRAME** 14-day period.

**OFFER** This two week promotion had two levels that you could choose from. Open a CD with a minimum of \$100,000 and receive a 3-day/2-night Ultimate Advantage vacation or open a CD with a minimum of \$250,000 and receive a 3-day/2-night Sterling Advantage vacation. The simplicity and ease of the promotion made it a success.

**RESULTS** They generated an unexpected \$2.4 million within only a 2 week period while maintaining their rate to ensure more profitability.

**NEXT ACTION** Utilize Motivation Advantage's travel incentive products for the next promotion based on the results from current promotion.