



HUNTINGTON BANK “SHUFFLES” IN NEW CLIENTS

This dimensional mailer leveraged Huntington Bank's innovative business solutions with Apple. The mailer contained the book "The Apple Way" which talked to Apples innovative management solutions. When the recipients would book a meeting the Huntington representative would give the client an iPod shuffle. The design followed Apple's Shuffle packaging to create continuity within the program. Apple was consulted with and approved the direction and the design. The mailer had a 62% conversion rate of new business clients.

So, next time you're looking for a unique promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.

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