



ACCOUNT DEVELOPMENT WITH AN APPETITE

The mortgage loan officers at WCI Mortgage, an affiliate of Wells Fargo Home Mortgage, needed something special that would attract the attention of highly targeted, high-producing real estate professionals. We created this “Pizza” promotion that spoke of WCI Mortgage’s full menu of products and fast, reliable full service. We support the key messages with custom labeled herbs and spices along with a branded pizza cutter. Included in the box was full color brochure that addressed all the features and benefits of working with WCI Mortgage.

The “pizza boxes” were personally delivered by the loan officers to the agent’s office along with a gift certificate for a free pizza from Domino’s. The promotion was a huge success that generated 274 new mortgage referrals during the campaign period.

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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