

Direct Response: Postcard Solicitation



Load your MB Everyday MasterCard® Prepaid Card* by Direct Deposit to save time, trouble and money on:

- ✓ Payroll checks
- ✓ Government benefits
- ✓ Pension payments
- ✓ Tax refunds

Remember, your MB Everyday Card is:

- Safer than cash
- More convenient than checks
- Accepted anywhere MasterCard is accepted – online and off

For more information on how to sign up for direct deposit:

- Visit www.mbeveryday.com
- Call Telephone Banking Center at 1.888.422.6562
- Stop in at your local MB Financial Banking Center

*The card is issued by MB Financial Bank, N.A. pursuant to a license from MasterCard International, Inc. See Cardholder Agreement for complete details and fees, the most current fee schedule and Cardholder Agreement are available at www.mbeveryday.com.

mb financial bank **mb means business®**

www.mbfinancial.com • 1.888.1.bank.mb (1.888.422.6562) Member FDIC

Client: MB Financial Card Department

Objective: To raise awareness of the advantages direct deposit offers to people who have an MB Everyday MasterCard and receive checks on a regular basis.

Strategy: Present using direct deposit to an MB Everyday MasterCard Prepaid Card as a way to save time, effort and money.

Results: Unknown