

Print Ad: Image Ad Campaign – Beneficial National Bank

Dear Benny Ficial,

I know you won't print this, but I had to write anyway. I HATE BANKS!

They all pretend to love you and be your friend but they're never open when you need one. I work from 9:00 a.m. to 5:30 p.m. When I want a loan I have to miss lunch because the banks close before I leave work. Even if I get there at noon, it'll be 12:55 p.m. before anyone sees me; they'll take forever to approve the loan, and I'll probably have to give up eating altogether to afford the payments.

That's why I still drive a 1969 Buick, haven't fixed the furnace yet and I'm sending my son to correspondence school instead of college.

Respectfully yours,

The Man That Banks Forgot

Dear Forgotten Man,

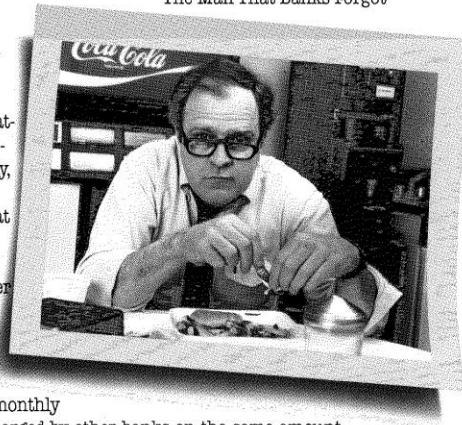
Wake up and smell the coffee – What you need is a bank that works for you!

At Beneficial you can apply over the phone. We're even open evenings and Saturdays by appointment. And you'll probably have an answer, if not the same day, within 48 hours.

Why don't you call my friend Donna at the Dover branch, or one of our other colleagues at the branch nearest you. Donna's number is 674-5250. (The other numbers are listed below.)

Donna can help you get a new car, fix the furnace and send your son to a campus bigger than a mail box. And, like many of Donna's customers, your monthly payments could be almost half those charged by other banks on the same amount.

So enjoy your lunch! And remember, "When it works for you...it's beneficial."



(A Benny Ficial Follow Up)

Dear Need Some Cash For a Great Big Bash,

Congratulations on your daughter's engagement. I think having a wedding while cruising down the river is a beautiful idea. Now with your Beneficial Credit Line Account, you can afford to rent a yacht instead of a row boat.

Dear Readers: If you have any questions or problems I could help you with, drop me a line at: Dear Benny Ficial, P.O. Box 1551, Wilmington, DE 19899

Dear Benny, I would like some advice on:

<input type="checkbox"/> Checking/Savings/C.D. Accounts	<input type="checkbox"/> Consultation Loans
<input type="checkbox"/> Individual Retirement Accounts	<input type="checkbox"/> Credit Line Accounts
<input type="checkbox"/> Personal Loans	<input type="checkbox"/> Personal
<input type="checkbox"/> Home Improvement Loans	<input type="checkbox"/> Home Equity

Name _____

Address _____ State _____ Zip _____

City _____ Best time to call _____ AM/PM

Phone () _____

When it works for you...
it's beneficial.™

 **Beneficial®
National Bank**

Member FDIC
Wilmington: One Rodney Square, 429-0670
13th & Market Streets, 429-0670
Talleyville: 3900 Concord Pike, 478-8690
Newark: Liberty Plaza/Poosum Park Mall
700 Kirkwood Highway, 731-9720
Dover: Bank Lane & New Street, 674-5250

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Equal opportunity lender. All loans subject to credit approval.

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Client: Beneficial National Bank – Wilmington, DE

Objective: Show Beneficial's commitment to customer service in ads that were memorable and had the bank's name in the headline.

Strategy: Personify the bank as a down-to-earth, humorous character featured in broadcast spots as well as print.

Results: Benny became a household word! He doubled awareness of the bank in less than three months and won awards for print and broadcast. At one point BNB headquarters even considered rolling him out nationally instead of the campaign their NY agency was running.