

Collateral: Take One for MB Financial Bank's E-banking

Save the world!



Save **time**.
Save **trouble**.
Save **energy**.
Save **worry**.
Save **space**.

Switch to
e-statements!



mb financial
bank
mb means business

1.888.i bank mb (1.888.422.6562)
www.mbfinancial.com

Member FDIC

Client: MB Financial Bank

Objective: To position electronic banking as a safer, more convenient and more socially-responsible way to bank – for the customer and the environment.

Strategy: Use the image of a child to represent concern for the future of our children and our planet. The tongue-in-cheek copy implies that signing up for e-banking can make super-heroes of us all.

Media: The campaign was pooled out as posters, LCD screens, ATM screens, take ones, email blasts to customers and onhold messaging for in-coming calls to the bank.

Results: Customers reacted well to campaign and e-banking is definitely gaining momentum every day.