

# Conceal It. Reveal It.

make your next printing project a  
**success**

Successful CONCEAL & REVEAL promotions influence people to do things they might not otherwise do. Here are a few ways banks and credit unions are using them.



GTE Federal Credit Union offered its account-holders the chance to win up to \$7,000 on the spot plus a shot at a new Chevy HHR just for providing current personal account info. (ssn, first/last name, etc.)

GTE experienced a **98%** success rate of getting account holders to update their info.

BB&T recognized that they could meet their objective of achieving record sales in celebration of the company's milestone anniversary by making it their employees' objective as well. They implemented a Scratch and Win employee incentive program during the "BB&T Birthday Bash Deposit Campaign."

This two-month contest used merchandise and travel premiums to motivate 7,000 Branch Banking & Trust employees. The goal was to raise \$250 million in all deposit accounts, a target that did not include IRAs and CDs.

In addition to building employee enthusiasm, the "Birthday Bash" campaign resulted in a major increase over their original objective.



## our specialty **Printed** products **Conceal & Reveal** information

When products are tied to an offer, it stirs curiosity, engages, and gets results!

As part of a grand opening campaign, a Boston area credit union used the lure of the chance to win \$10,000 to drive traffic during their campaign. The vehicle it chose? A postcard with a proprietary barcode which, when scanned, triggered a machine to audibly announce what had been won. ("Congratulations, you're the grand prize winner!")

The goal of the three month campaign was to get people to open new accounts and make deposits. Approximately three weeks in, the goal had been widely surpassed. Deposits were more than **200%** over the goal set for the whole campaign!



### Banks & Credit Unions can use Conceal & Reveal Promotions to:

- Drive customers to local branch
- Create company awareness
- Increase sign-ups
- Increase interaction
- Employee incentives

### Special Events & Celebrations

- Grand Opening
- Anniversary
- New Product/Service Introduction
- Membership Drives

### Prize Ideas

- 0.25% - 1.00% off of your new loan
- Free gift when opening an account
- \$50 VISA gift card
- \$100 gas card
- \$75.00 deposited into a new account
- 1 year free safe deposit box rent
- \$1,000 off mortgage closing costs
- .25% rate increase on CDs
- Free financial review
- \$50 off tax prep fees
- AND MORE!

