

KOREY KAY

& PARTNERS

Outsmart not Outspend

Marketing Money

Korey Kay & Partners has created successful campaigns for local, regional and national retail banks, as well as un-banklike financial advertising for Wilmington Trust, Bear Stearns, BayBank and Mutual of New York targeting High Net-worth Individuals.

Experience has taught us that inside every HNWI is a HUMAN. And the way to his wealth isn't always through his wallet.

Instead of throwing around financial words, we put things in human terms and stress emotional, as well as rational, benefits.

Although conventional wisdom says, "money isn't funny," life and the accruing of assets are fraught with ironies that, when tastefully referenced, even well-heeled individuals easily identify with and respond to.

This "out-of-category" approach is what sets Korey Kay's financial advertising apart.

Other financial services clients have included NYCE Cash Machine network; EmigrantDirect; Affinity Technologies Group; Anchor Savings Bank; Carteret Savings Bank; Alexander Grant & Co.; Investment Technologies and Spectrum.

Stories follow.

When Wilmington Trust first came to Korey Kay, they were nearly 100 years old, and were seen as a sleepy financial institution. A brand sorely in need of a few major jolts of caffeinated creative. But what should it say when it wakes up?

Enter Korey Kay. A branding study found Wilmington Trust had many strengths. The most differentiating being the doting service they give their clients. (They even make house calls.)

The branding campaign broke at the same time as the giant First Union was gobbling up smaller banks in Wilmington's markets. The timing couldn't have been better. Wilmington Trust's focus on the attention they pay to their customers played right into the consumers' fears.

The customers First Union acquired imagined what would happen to them going from a big fish in a little pond to a little fish in a big pond.

A trilogy of commercials follows the plight of a "MegaBank" client who gets no attention from his MegaBankers. His polite pleas, through a bullhorn, are totally ignored. The dilemmas he encounters were inspired by research conducted among non-Wilmington Trust customers:

- a) His bank not returning phone calls.
- b) The loss of his account officer.
- c) The disappearance of his account.



"I've called. I've written. I've sent seven faxes."



"I beg of you. What did you do with my money?"

The voice over consoles, "Everyone wants to feel important. At Wilmington Trust you are. And it's been that way for over 90 years." Radio reinforced the concept with Walter Cronkite-esque "Bullhorn Shortage Alerts" cutting into regularly scheduled programming while newspapers, outdoor, point-of-purchase and collateral tied into the message and surrounded Wilmington Trust customers and prospects.

The first wave of advertising was so effective that regional media plans were expanded to provide national exposure.

The first week the campaign ran, it was the feature story in the financial column of the *Philadelphia Business Journal*. This attention-giving brand position also won the financial industry's 'Best of the Best' award.

Most important of all, along with helping to hold on to Wilmington Trust's client base, the five-week, \$500,000 launch was credited with having brought in over \$40 million in new accounts.

Eight years into the positioning, under the brand line "Recognizing Worth," the brand and its assets continued to build. Wilmington Trust asked us to create a name and logo for new online products and services and then introduce them to the marketplace.



**WANT TO TALK ABOUT A GREAT
HOME EQUITY LOAN?
YOU WON'T NEED ONE OF THESE
TO GET OUR ATTENTION.**

**7.70%
APR***

 **WILMINGTON TRUST**
www.wilmingtontrust.com



*Annual Percentage Rate (APR) applies to new Home Equity lines and reflects a 1.0% discount when payments are automatically deducted from a Wilmington Trust deposit account. \$200 minimum loan amount with terms up to 30 years. For example, the monthly payment on \$10,000 borrowed for 30 months at 7.70% APR is \$331.37. Other fees and terms are available. Offer may be modified at any time. Consult your tax advisor regarding the deductibility of interest. Interest Annual Percentage Rate and terms apply to Home Equity Advance Lines of Credit. ©2008 Wilmington Trust Company. All rights reserved. Funds, deposits, services, fees and terms subject to change without notice.

Korey Kay was Bear Stearns' first advertising agency. Until that time, tombstone ads, produced in-house, were the only ads Bear Stearns had ever run.

The campaign we created for them introduced the brand line "Sharing opportunities."

The phrase appeared in all of the ads, collateral, and direct marketing material we created for their retail and trade brokerage services, municipal bonds, mortgage capital, corporate finance, vertical and global markets.



The Government Has Finally Decided Where To Shift The Tax Burden.

Under the new tax law, some people in the highest tax bracket are also in diapers. Because new children under 14 can be taxed as high as 28% on interest earned.

So you might be better off putting your children's money into tax-free municipal bonds.

That's just one of the opportunities contained in our Special Report, "Tax Reform and The High Net-Worth Individual."

Send for your copy today. Because protecting your family's assets is anything but a child's play.

For your free copy, send this coupon to:
Stephen Ackerman, Associate Director, Bear Stearns,
33 Water Street, New York, NY 10041.
Or call us at (212) 952-4495.

Name _____
Address _____
City _____ State _____ Zip _____
Business or Home use _____

BEAR STEARNS
Sharing Opportunities.

Day and night. Night and day.

BayBank had always been a leader in retail banking technology.

It was one of the first banks in the country to recognize the importance of the ATM and had the strongest ATM network in its region. The way they saw it, their prominent ATMs were like hundreds of little billboards that more than paid for themselves.

To further its corporate strategy of making banking as convenient as possible, BayBank developed a 24-hour telephone customer service department that could handle over 95% of all possible banking transactions – from mortgage and home equity applications to providing investment advice on mutual funds.

A business objective was set: to help BayBank reduce its overhead by driving more retail banking transactions through the 1-800-BAY-FAST telephone service group. Particularly during non-banking hours.

Four television commercials were produced, each spot containing beautiful images of nighttime scenes around Massachusetts. Poetic copy enhanced the feeling of a tranquil evening.

Toward the end of the spots, the scene gently faded to someone on the phone making a BayBank transaction.

The spots all ended with a Boston skyline, the 800 number, the BayBank logo and the theme line, "BayBank, Day and Night. Night and Day." The original music was performed by the Boston Pops.

Telephone calls versus the previous year rose sharply. The percentage of off-hour telephone transactions compared to in-branch transactions increased dramatically. (Data was proprietary.) In addition, the Baybank campaign won The American Banking Association's "Best of the Best" award.



"Nighttime..."



"Orange horizons cast color on boatmen."



"Sirens disturb dreams."



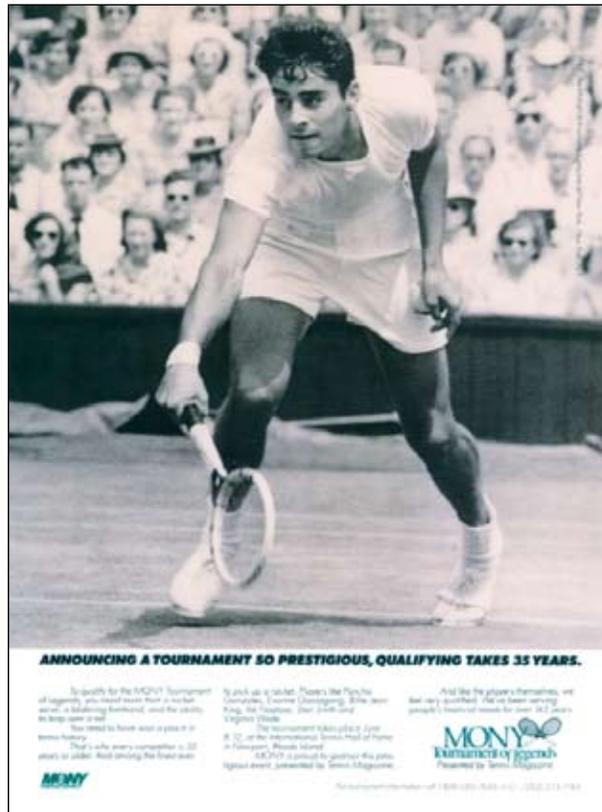
"Sheep count people."

ALL YOU NEED IS MONY.™

The year that MONY hired us they had no media budget, so the first year they asked us to conduct research, position the company and create a campaign that sold their life insurance and annuities.

Research confirmed that life insurance isn't exactly a favorite topic. But what life insurance provides, specifically "money," is. So we created the tag line "All you need is MONY" and advertising that talked about insurance in terms of the money it returns to you for the things you want for you and your family – your child's education, retirement, and security for your spouse.

At the end of the year, when the commercials were approved and ready to be produced, MONY hired a new CEO who felt MONY should get out of the life insurance business, and wanted to do another year of research. "No need for advertising, thank you very much."





Introduction

The NYCE network of automated teller machines (ATMs) has not only succeeded in marketing a concept that had been attempted and failed a number of times before, it grew to be the largest ATM network in the country. In the process, NYCE and Korey Kay have won two Gold Effie awards for advertising effectiveness.

The Beginning

The birth of NYCE was the result of desperation. Citibank dominated the New York electronic banking market in 1984 with 625 ATMs. As a result, the other banks in town were hemorrhaging as their customers fled to obtain more convenient access to their cash. So eight large competitors, Bank of New York, Barclay's, Chemical, Goldome, Marine Midland, Manufacturers Hanover, National Westminster, and Union Trust, decided to join forces and pool their 862 cash machines under the banner of NYCE.

With 7.2 million people squeezed into 304 square miles, it would seem that New York was a natural market for a shared ATM network. However, a number of earlier networks had come and gone, most notably, Manny Hanny's Matrix and Paycard systems. *Bank Network News* stated that New York had earned a reputation as "burial ground" for ATM sharing.

Experts in the banking industry widely predicted that NYCE would fail.

A Different Approach

The eight founding members had hired consulting firm Carmody & Co. to get the venture off the ground, and one of the first things they did was to conduct a search for an advertising agency. NYCE screened 33 agencies to handle the business. We believe we got into the pitch as a result of our award-winning creative reputation, but probably won because of our marketing insight.

Korey Kay distilled the strategy down to one word. "Convenience." It was apparent to us that New Yorkers are used to instant gratification. When they want a taxi they say "taxi" and one appears. They'd love to say "money," and poof, it's there. The promise became "convenience." You want convenience, you got it." The marketing objective was to communicate that NYCE was the most convenient way to access your cash.

When Korey Kay was given the mission to get the word out, the missing word was "fast." So before a stunned board of directors, we recommended spending their entire \$2 million advertising budget in less than six weeks. And the board bought it.

Media Strategy

Why would a bunch of bankers spend an entire ad budget in six weeks?

The argument that you must have continuity did not take one important thing into account — as soon as customers knew about NYCE, there would no longer be a reason to leave their current bank.

The two other finalists in the agency review recommended a conventional media approach. A heavy-up period for the launch. Then a continuity schedule for the remainder of the year. The assumption was that a budget has to be spread out to support a year's worth of advertising.

Korey Kay suggested that the budget was meant to accomplish a specific task. Awareness had to be created very quickly, because participating banks were losing scores of customers every day.

The sooner this flow could be stemmed, the better. If it took a year for the full impact of the advertising investment to take hold, it would cost the banks millions of dollars in lost deposits.

The key was to compress the advertising to the point that in order to not be aware of NYCE you had to be out of town or dead.

What's more, once the NYCE brand was established, the member banks themselves would begin promoting NYCE as a service that they offered. To insure that this would happen, Korey Kay created window banners, point of purchase materials and statement stuffers stating simply "We're a NYCE Bank."



"My bank isn't NYCE."

Creative Execution

Bank advertising that doesn't look like banking advertising — that was the main goal in the creative development. There were two reasons for this:

One, a number of studies have shown that there is less interest in bank advertising than in almost any other product category.

And we wanted people to pay attention.

The NYCE tag Korey Kay created was "Money all over the place." The TV commercials were humorous vignettes of people in search of cash machines.

One showed a man walking with his six year old son. He wants to buy the boy a bicycle, so off they go to find a cash machine. As they walk, the boy literally grows up.

By the end of the spot, the boy is a teenager and taller than his father but still wearing the same silly snow suit. He turns and says "Forget the bike, dad. How about a car?"



"Dad, could we buy my bike today?"



"Forget the bike, dad. How about a car?"

Another spot shows a couple driving in the suburbs. They've just bought a small but expensive plant and are out of cash. They go looking for a cash machine. By the end of the spot, the little plant has become a gigantic bush enveloping the entire car. The voice-over explains, "Cash machines aren't convenient if they're not convenient. That's why we created NYCE. A network of cash machines shared by hundreds of banks."

The creative work conveyed the overriding benefit. Convenience. It explained the concept of shared electronic fund transfer (EFT) technology in a way that the average person could easily understand.

Results of the Launch

The goal was to achieve an average of 9,000 switched transactions a day by the end of the first year (a switched transaction is one in which a card holder uses the cash machine at a bank other than his own).

This goal was achieved within the first eight weeks. And by the end of the first 12 months, NYCE was averaging 42,000 transactions a day — 370 percent above the initial goal.

Perhaps a more impressive achievement was *Bank Network News* declaring that NYCE had become the largest ATM network in the country — only three years after its launch.



"\$75 dollars for this little plant, and we ran out of money."



"...definitely the next town."

Expansion

What's more, NYCE won two EFFIE awards for advertising effectiveness. One for the introduction. The second for our expansion campaign.

As NYCE grew, so did the competition. The biggest threat came from the Philadelphia-based MAC network. MAC had doubled in size from 1987 to 1988 and was challenging NYCE for the number one spot.

To secure its position in the Northeast, NYCE decided to aggressively expand its presence in New England. It was for this campaign that NYCE won its second Gold Effie.

The campaign objectives were twofold: to increase awareness of NYCE in New England and to attract more New England banks to join NYCE.

Korey Kay went back to the same blitz tactic that had worked so well in the 1985 New York launch. A five-week TV and newspaper campaign was planned, and new creative was developed.

It was important that the creative have a New England flavor. Those who know Boston know it's the easiest city to get lost in. Trading on this, each commercial featured people asking for directions. The directions were always given in relation to the NYCE cash machines.



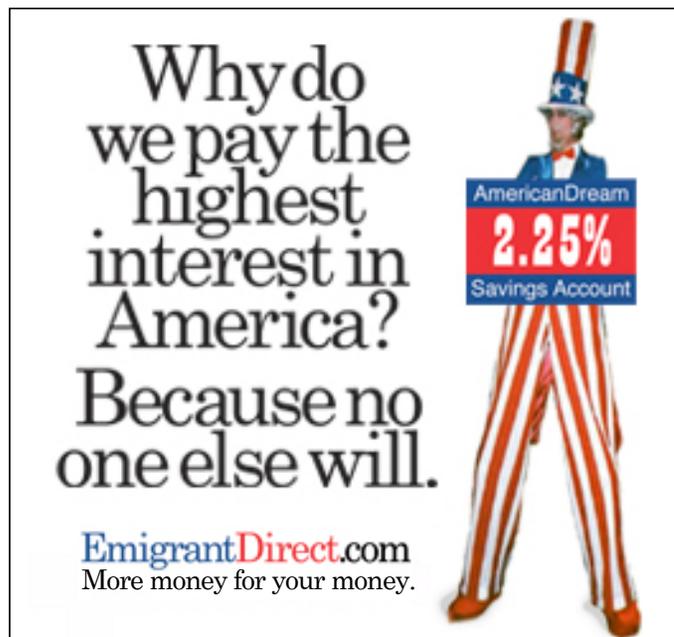
"Over there by the NYCE Cash Machine."

Korey Kay won Emigrant Direct's agency search for full-service agency to brand and introduce their new Internet savings account.

We created the brand line, "More money for your money," and an integrated campaign that included online (search engines and banners) and offline (TV, print and outdoor) media.

The ads simply highlighted EmigrantDirect's claim of offering the highest interest in America, and featured good ol' Uncle Sam as the icon for their "American Dream" savings account.

Much to everyone's surprise, the Internet wave that introduced the campaign brought in \$3 billion worth of savings accounts in the first three months. In fact, the Internet performed so well that production of the television commercials was put on hold.



Why do we pay the highest interest in America? Because no one else will.

EmigrantDirect.com
More money for your money.

AmericanDream
2.25%
Savings Account

Uncle Sam



Earn more interest than any Nigerian princess will ever email you.

EmigrantDirect.com
More money for your money.

Uncle Sam



After a national agency search, Affinity Technologies awarded Korey Kay its business-to-business business.

The marketing objective was to position Affinity as the cutting-edge consultant in electronic commerce for the banking industry “e-xpertise” was the brandline we created to communicate the message.

The campaign, running in financial services and banking industry publications, helped Affinity dramatically grow its professional services division, adding large and prestigious clients, such as Dime and Citibank, to its roster.

There are those bankers who truly believe that running a few promotions or giving away clock-radios is cutting edge. And there are those bankers who truly believe that doing that is anything but. If you're the second type, you're our type.

To us, innovation goes far beyond what has traditionally passed for it in the banking industry. For example, as e-experts in remote banking, we can help you take your remote delivery channels to your customers.

Our e-xpert products make it possible for you to offer customers just about anything they need, from any location you choose. Right now, with our technologies, you can offer your customers automated checking accounts, mortgages, lines of credit, or secured, unsecured, or pre-approved loans. You can also issue credit cards, home equity products, auto vouchers, and property and casualty insurance.

And, as e-experts in automating, decisioning, authenticating, validating, and integrating with your legacy systems, we'll help you maximize profits wherever your customers enter the bank.

So, if you're someone who agrees that offering free checking isn't exactly state-of-the-art banking, give us a call at 1-888-AFFINITY. (It's free.)




If this is your idea of innovation, turn the page, quick.

There used to be a few logistical problems associated with trying to move a mortgage branch to a new location. Not anymore. Because you can put an Affinity Mortgage Machine wherever you want, whenever you want.

At an Affinity Mortgage Machine, your customers can apply for a mortgage anytime, 24 hours a day, 7 days a week. And they can close faster than the old fashioned way.

In fact, while the customer is standing at the machine, loan processing functions are taking place electronically, including ordering appraisals, flood zone certifications, title, and a credit report.

What does this mean to you? For one, volume increases, which helps increase your market share. It also helps you reduce your costs by letting your employees focus on other tasks.

Right now, with our technologies, you can offer your customers high LTV seconds, efl's, and money mortgage loans. Other Affinity products for financial institutions include property and casualty insurance, home equity loans, consumer secured, unsecured, and pre-approved loans, lines of credit, auto-purchase vouchers, automated checking accounts, and credit cards.

So call us at 1-888-AFFINITY. And try not to think about all the truck drivers you'll be putting out of work.




Great concept. Poor execution.

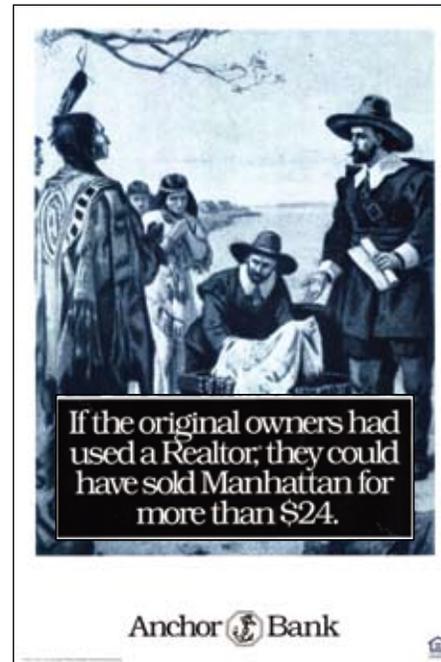
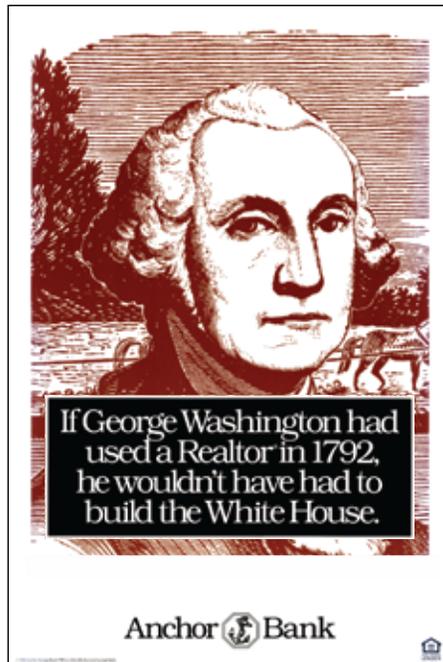
Big bank banking. Small bank caring.

Anchor Bank's research found that their "Anchor Bankers" advertising was driving more customers away than bringing them in.

Korey Kay was selected to give Anchor Bank a fresh start. Research we conducted with current, past and prospective customers found they all agreed the bank's strength lay in two areas: the same breadth of services as any major bank, and the personal attention you expect from a local bank.

We combined those two attributes in the tag line "Big bank banking. Small bank caring." In the final round of research, respondents chose that line second among 5 others. (Our favorite, "Little Big Bank" came in first, but Anchor's chairman, ironically named Jim Large, wasn't comfortable with it.)

Anchor was having a difficult time selling mortgages. In an attempt to solve this problem they bought in a mortgage powerhouse. Anchor quickly found out that the mortgage powerhouse was powerless. Anchor then asked Korey Kay to come up with a strategy to promote mortgages. We devised the following plan. Realizing that Realtors® were also gatekeepers to lenders, we devised a plan to get the Realtors' attention. The president of Anchor's mortgage division told the head of the Realtor Association that Anchor's was preparing an advertising campaign to promote Realtors. He asked for the Association's input. After several meetings their board he won their favor. And their business.



Carteret hired us to brand and separate the bank from some one dozen competitors in their area.

The campaign we created, "We're not the only bank in town" centered on things that Carteret did for their customers that other banks didn't. Human touches like serving coffee and donuts in the morning.

A year into the campaign, Carteret was bought by The Home Insurance Company.

EXIT

A WORD OF ADVICE TO DISSATISFIED BANK CUSTOMERS EVERYWHERE.

If it seems your bank is more interested in their own finances than they are in yours, there's a very effective way to express your displeasure. Take your business elsewhere.

At Carteret, we know that's your prerogative. So we do everything in our power to make sure you don't exercise it.

For example, we offer interest-earning checking accounts with no monthly fees.* And special senior citizens' checking that's absolutely, positively, in every way free.

We never charge an ATM fee, either.

And our savings and CD rates rate among the best in New Jersey. We even offer a wide selection of consumer loans and mortgages. (So far this year, we've loaned over one billion dollars.)

So if you're looking for a bank that's as concerned about keeping your business as they are about getting it, call 1-800-225-0065, ext. 12 for the Carteret branch nearest you.

Then stop in and talk to us. You'll never want to leave.

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