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street-wise business communication design



## Benevolence as a Business Strategy

# Making Banking Easier for Latinos

Our insight and expertise in the area of culturally relevant, multicultural marketing brings added value and benefits to our clients. As we have discovered, central Indiana is committed to establishing a diversified, integrated community. Our commitment to our community can be illustrated in the projects that we have implemented to date. The most highly visible of these was the *Vida Fácil*® (the Easy Life)

program that we created for Union Federal Bank (now SkyBank). Designed to immerse UFB into the Latino community, this program was set forth by a strategic plan that outlined how to best approach this growing population—through benevolence. We advised UFB to sponsor a United Way initiative—a Spanish language directory of social services—that was badly needed by the community. This benevolent effort essentially endeared UFB to the community and, along with other strategic marketing components, drove them to patronize

UFB (new accounts, etc.) in record numbers (see below).

We helped establish UFB as a benevolent corporate community member of the Latino community. The Spanish language Directory for the United Way was received enthusiastically as 50,000 pieces were distributed throughout the city.

UFB tracked and internally documented accounts opened by Hispanics. In UFB's case, it was not, however, simply a matter of increasing the number of accounts generated (although that was achieved—over 850 accounts (with an average of \$1000 balance) in just over 16 months), but more importantly, a long-term relationship established with the targeted community.



Full-Color, Bilingual Ad designed to inform the Latino community about basic banking services and concepts. Placed in the local bilingual Yellow Pages, El Directorio and distributed throughout the central Indiana area at local Latino retail, religious and residential locations.

Initial Spanish *Vida Fácil*™ Flyer and UFB Counter Display



Full-Color Postcard designed to attract bilingual Hispanics employee candidates to UFB. This tool has helped in the hiring of over 18 new bilingual employees within a year.

Full-Color and Black & White, Full Page (8.5" x 11") Print Ads were run in local Spanish language publications (newspapers & magazines).



- We also produced the following bilingually for UFB:
- 30" and 60" Radio Advertisements
  - Full page Ads for Checking & Mortgages
  - Tele-Info Sponsorship in El Directorio
  - Credit Card Application
  - Customer Set-Up Information
  - Special Flyers for Affordable Rent Properties
  - ATM-Family Access Forms
  - Common Banking Questions/Phrases for Tellers
  - Disclosure Addendum Form
  - On-Site Employment Incentive Flyers
  - Retail Installment Contracts
  - HR Recruitment Flyers
  - Internal Tracking Documents and (see photo below)
  - TradeShow Booth Design (+ Apparel promo items)





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## **Benevolence as a Business Strategy** **Creating a Needed Service/Tool for an Underserved Market Segment**

After learning that the United Way of Indiana did not have a Spanish language version directory, we were both shocked and concerned. They knew that their member service agencies (over 90) had been experiencing an increase of service requests from monolingual Spanish speakers, but simply did not have the funds to produce one. We turned to **Union Federal Bank** to sponsor the entire project. We helped establish UFB make a **benevolent immersion** (as a concerned corporate community member) **into the Latino community** through the production and delivery of this much needed communications tool.

It listed the **United Way member agencies** and addressed UFB issues—such as their need to recruit native Spanish speakers. It also helped educate the immigrant community that was largely unaware of how easy, safe and beneficial it was to open a local checking account.



The Counter Display for the Spanish Language Directory for the United Way was placed in all UFB branches and several other Hispanic retail locations

Programas para Ayuda a la Familia  
Programas de Salud y Bienestar  
Servicios Legales  
Programas para Niños y Adolescentes  
Programas de Ayuda para Tener una Vida Independiente

## **Directorio de United Way de Indiana Central**



The Spanish language Directory for the United Way was received enthusiastically as **50,000 pieces were distributed throughout central Indiana** and is still used and distributed by the United Way today.

We have been also very satisfied with the responses we currently get from the community (translated from Spanish):

**"Finally, I know where to go to learn English for work."**

**"I never knew that these services are available for free! UFB was so nice to let us know where to find them. I didn't even know what the United Way was."**

**"I told my neighbor, Angelita, where to go to get pre-natal care! She got the care she needed and delivered a healthy baby girl last summer."**