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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 VidaFácil® (the Easy Life) program**

that we created for Union Federal Bank (UFB).

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.



Proposed Full-Color, 24pp (8.5"x 11") Bilingual Advertorial designed to inform the Latino community about basic banking services and concepts. To be distributed throughout the central Indiana area at UFB branches, and at local Latino retail, religious and residential locations.



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



Initial Spanish VidaFácil™ 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.

