

CASE STUDY

National City Bank - Multicultural Ad Campaign

Overview:

Singleton & Partners was commissioned to develop an ad campaign to showcase the diverse communities in National City's service area. The client wanted the ads to promote various products and areas of the bank, including corporate diversity and recruitment, B2B initiatives and community.

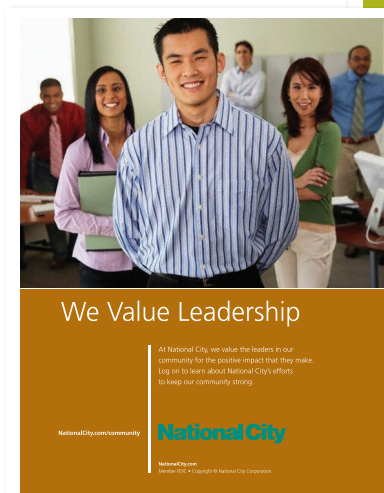
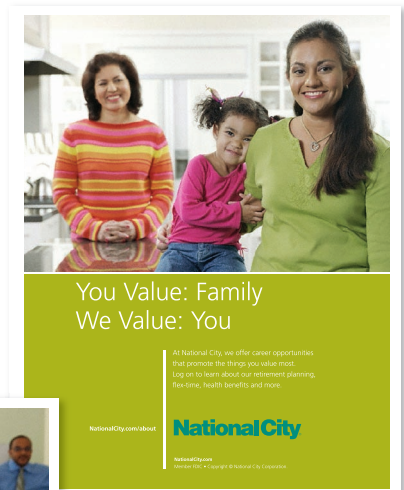
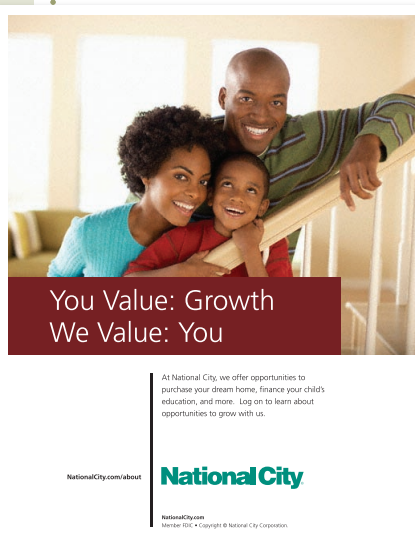
Strategy:

The campaign created by Singleton & Partners centered on personal preferences of specific multicultural audiences, specifically communities of Hispanics, African-Americans, Asian-Americans and Arab-Americans.

In order to be successful, the campaign needed to create a connection between National City and its diverse communities by incorporating the cultural sensitivities of each of its target audiences.

Results:

Singleton & Partners created over 60 product ads targeting consumers, recent graduates, and prospective employees with a distinct emphasis on ethnicity and community stewardship. Through the ads, an important connection was established between National City and its emerging ethnic audience.



The Multicultural ad campaign targeted the consumer (above left), prospective employees (above) and community leaders (left)



SINGLETON & PARTNERS, LTD.
Multicultural Marketing Solutions

for more information on the Multicultural Marketing firm of **SINGLETON & PARTNERS**, go to www.singletonpartners.com or call 216.344.9966