



UGLY STEPCCHILD AND THE CINDERELLA STORY.

Commerce Bank wanted to grow its small business customers, but it was facing flat numbers year end and year out. So Commerce hit the road and talked to small business bank customers in order to gather new insights – and they heard an earful. Customers felt misunderstood, underappreciated and even ignored. In fact, one participant felt like an “ugly stepchild” when comparing the banks’ treatment of small business customers to that of larger commercial customers. More tellingly, when asked if their current banker understood what it took to run their business, they laughed.

It was apparent Commerce needed not only a way to re-energize its small business sales staff, but to also communicate its expertise and level of involvement to new small business prospects. Through *InsideOut Retailing*™ we drew the parallels between retailers and this retail bank. We knew theirs wasn’t simply a problem of a bank trying to acquire new customers. Theirs was a problem of trying to move a product off the shelf and into the hands of new customers. From our research, we learned that when people own a business, their business is personal. It’s their livelihood, their future and their family’s future.

“Business is Personal” became our communications platform. It let everyone know that Commerce bankers get their hands dirty in their customers’ businesses – literally. Our campaign depicted actual Commerce bankers doing the jobs of their small business customers and demonstrated that Commerce “gets” what it’s like to be a small business owner.

As a result, small business owners “got” Commerce. For every \$1 spent in marketing, \$154 was gained in new deposits and \$2,008 in new loans. And, in one year’s time, return on marketing investment was 680%. How’s that for a Cinderella story?

Posters



PUT *InsideOut Retailing* TO WORK FOR YOU

Contact Jules Boasberg, SVP/Growth Officer ■ 816.392.1060 ■ julesboasberg@bradv.com
insideoutretailing.com ■ bernstein-rein.com