

CASE STUDY

First National Bank

Industry: Bank & Financial

Vehicle: Direct Mail

Products: Post Cards - Music Download & Movie Tickets

Features: Custom Delivery Channel, Scratch Off Pin Code, stepped promotion

To help reel-in recent high school graduates, First National Bank utilized a direct mail campaign featuring customized post cards with a scratch-off sticker over a pin # good for redeeming three free music downloads. Two free movie tickets were also offered upon signing up for an account with their bank.

As a gift for opening an account with us

FREE MOVIE TICKETS

You will receive two free movie tickets

Free Checking Account

- * No minimum balance
- * No monthly service charges
- * FREE VISA Rewards Debit Card
- * FREE Online Banking with Billpayer

For a branch near you visit FNBN.com

A new account has never sounded better

Congratulations on completing high school.
Enjoy 3 free songs on us!

THE First
NATIONAL BANK
AND TRUST COMPANY OF MISSOURI
215-860-9100
FNBN.com FDIC

A new account has never sounded better

Congrats on your recent graduation! Before downloading your 3 free songs we just need you to answer a couple of questions.

College/University you are attending

State where your college is located

Anticipated graduation date (mo/yr) Month Year

Course of study (major)

Job/Career (if not in college)

Email Address

Name

Mailing Address

REDEEM NOW!

Your card entitles you to 3 free songs from PassAlong. You can choose from over 2.5 million songs, spanning every possible genre.

Once you download your songs, you can listen to it on your computer, burn it onto a CD, or play it on most MP3 portable players.

What is needed?

First time users will need to set up a PassAlong account, which requires you to type in an email address and create a password. Then, acknowledge the terms of use. A box will appear to enter the PIN number found on the back of your postcard. You will be required to enter this PIN to redeem your free music. Your PC has to be running a Windows® OS environment to redeem your free songs. Once you start downloading your songs, Windows® Media Player launches and starts playing it. It's as simple as that!

System requirements: Windows® 98, SE, or above.

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You will receive two free movie tickets