

CASE STUDY

SunTrust

Industry: Bank & Financial

Vehicle: Handout

Products: Ringtones

Features: Custom Ringtone Store, Custom Card Design

For a fun handout to announce their Mobile Banking, SunTrust Bank offered a customized free ringtone card. And because some cards were being handed out at sponsored racing events, the first ringtone in the SunTrust ringtone storefront was a “speeding race car”.

SunTrust Mobile Banking is an easy, fast, and secure way to complete your daily banking activity anytime, anywhere. You'll be able to view balances for checking, savings and money market accounts, pay bills, and transfer funds, all via your mobile phone. For more information, visit suntrust.com/mobilebanking

Fill out the following information, and click redeem for your free ringtone!

First Name:

Last Name:

Email Address:

Do you use your bank's online banking to access your accounts?
 Yes No

Do you use the web browser on your phone to get sports scores, weather reports, news, etc?
 Yes No

How likely are you to use mobile banking to access accounts through your mobile phone?
 Extremely likely
 Likely
 Somewhat likely
 Not likely

Are you willing to switch to a bank that offers mobile banking?
 Yes No

I would like additional information about SunTrust Mobile Banking
 Yes No

REDEEM





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ONE FREE RINGTONE

Introducing SunTrust Mobile Banking. Anytime, Anywhere.




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