



Key Bank

Does your bank charge you money if you're accidentally out of money?

Open the KeyBank Hassle-Free Account and get \$100.
Overdraft fees are a hassle. Monthly fees and minimum balance fees are a hassle. The KeyBank Hassle-Free Account gets rid of them all. When you open a new account and add direct deposit, you'll receive a \$100 gift, as well. To get started, visit key.com/urf or a local branch.



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BRAND GRATITUDE OPPORTUNITY

SAYS TO ME	DOES FOR ME	DOES FOR OTHERS
◆	◆	

CHALLENGE: KeyBank was suffering from poor non-client brand favorability in key markets. Their satisfaction and loyalty were average. And there was nothing distinct about them that would change these numbers.

SOLUTION: A new, and authentic, brand position was crafted around the bank as a champion of, and partner in, financial responsibility. This included a new “does for me” Hassle-Free checking account that eliminated overdraft and low balance fees, plus a financial incentive to open one. And a new “says to me” effort to get the word out in priority markets.

IMPACT: KeyBank grew net clients for the first time in 5 years. And current customers were inspired to expand their relationship across the bank’s offerings, creating deeper brand loyalty.

