



Deutsche Bank



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**Client: Deutsche bank.**

**Project: Design Campaign.**

The brief from Deutsche Bank was to launch a new postal service within the UK.

The new postal service was initially conceived as an internal postal service for the bank's numerous financial departments. Once the service had become more established, it would be rolled out as a national service for other businesses to use.

The Bank wanted to develop a design campaign that comprised of literature and brochures that could support a mail based awareness campaign to both showcase the postal system in action and to raise awareness across the numerous banking groups.

In addition to the development of a design campaign, the bank also wanted to organise an event that would comprise of 500 attendees, made up of banking members and potential future opportunities.



The concept of a new UK based postal service being launched by a German Bank presented a number of challenges, such as trying to convince both internal and external audiences to move away from using more established carriers such as Royal Mail and TNT and ensuring that the service was launched and presented as an authentic and credible postal alternative.

The other challenges we faced involved creating both the design campaign and launch event in eight weeks, to coincide with the “roll out” of the service.



A set of design brochures, leaflets and promotional direct mail were produced and mailed out periodically to strategically raise brand awareness of the new services in the run up to the launch. The literature also provided vital information about how to use the new service and crystallising the financial and time saving benefits to both the various internal organisations and the wider business community.

A “Launch Event” was also incorporated into the design campaign with bespoke invitations and promotional literature being sent out to specifically targeted business communities.

We also developed a number of key presentations for Deutsche Bank to showcase at the launch event and provided 500 presentation packs for all attendees.

We particularly wanted to use the launch event to highlight the more personal side of corporation and so injected some light humour by included 500 white towels in the presentation pack with the strap line,

**"Because the Germans always get there first"**



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