



Success Stories



ADVERTISER: Farm State Bank.

OBJECTIVE: To separate them from their competitors by creating goodwill, promoting safety awareness, and establishing the bank as a community-minded service provider.

PRODUCT & DISTRIBUTION: Kinderprint® Child Identification custom kits in both English and Spanish versions. The front cover was printed in the bank's red and blue corporate colors and included a custom imprint on the folder and on the 9" Qualatex® latex balloons included in the kit. On the back cover of the kit, along with the safety tips it also included information about their college savings program.

The kits were distributed at every event the bank was involved in from trade shows to family-oriented community events. The kits were used to attract new credit card and checking account customers. The Spanish kits helped target the Hispanic community and draw them to Farm State Bank.

RESULTS: The bank was extremely pleased with the promotion. Parents and children became involved to learn about safety. Many customers stopped to just say, "Thanks for caring about the safety of our children." The bank felt it was a great image builder and kept their name in the front of their customers. Because of the continuous requests for the Kinderprint kits, the program was repeated throughout the following year.

(Note: Fingerprints on children should begin at age 3 and be updated every year until age 14.)

For additional product information, see the current *Pioneer Line* catalog or visit www.pioneerline.com