

# CASE STUDY: Custom Printed Post-it® Notes Utilized to Enhance Communications and Build Brand Through Lending Officers



## Situation

A large financial institution with a national presence was searching for a way to deepen the relationships between lending officers and customers in local markets. They realized that most in branch visits were with a loan officer and the majority of the customer communications were generated around the lending process. The financial institution wanted a way to personalize documents, forms and existing printed products with the lending officers contact info without reproducing or reworking all literature.

## Solution

We worked with the customer to develop a Post-it® Notes business card and adhesive note card that could be applied to the front of any customer facing printed communication. The solution allowed:

- The lenders to personalize otherwise generic documents and ensure that their contact info and photo were visible on all communications. They could also use the branded adhesive note card for quick notes to clients.

## Benefits

The financial institution quickly enhanced their customer communications without incurring the expense of personalized printed pieces.

In addition:

- The local lending teams became more engaged with clients and more well known throughout the local market.
- The lending team decreased their usage of more expensive business cards while enhancing the image of the financial institution through the use of branded rather than blank Post-it® Notes.

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Custom Printed Post-it Notes - Authorized by 3M

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Client:  
Financial  
Institution



Market:  
Financial

Solution:  
Custom Printed Post-it® Notes full color  
business card and note card

Services:  
Business Identity

Benefits:

- Enhanced customer communication
- Decreased usage of more expensive items
- Eliminated the need for lender specific literature
- Improved brand image in the market

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