

Deluxe Corporation

DeluxeCard® Visa® Gift Card  
integrated marketing program

Ideas to build on.™

hanley wood

## The gift that never gets returned



**Challenge:** Deluxe Corporation, one of the nation's largest service providers to banks and credit unions, was re-launching its DeluxeCard® Visa® Gift Card program. Deluxe needed a marketing campaign to persuade existing customers—managers of financial institutions—to migrate to the new program, and to inspire new banks and credit unions to participate in the program by selling DeluxeCard at their branch locations.

**Solution:** The integrated marketing materials for the DeluxeCard got a complete creative overhaul. The new creative—which included statement stuffers, in-branch posters, print ads, table tents, call scripts, and more—was re-conceptualized to: 1) more powerfully deliver the program's "It's just what they want®" message, and 2) better compete for consumers' attention by using a sharp concept with a fresh, friendly attitude.

**Results:** The new-and-improved creative—along with strong sales support, a solid product offering and the Deluxe brand—motivated more than 80 percent of existing financial-institution clients to migrate to the new DeluxeCard program. The majority of these clients expanded into multiple selling channels, driving incremental sales for both Deluxe and its financial-institution client base.