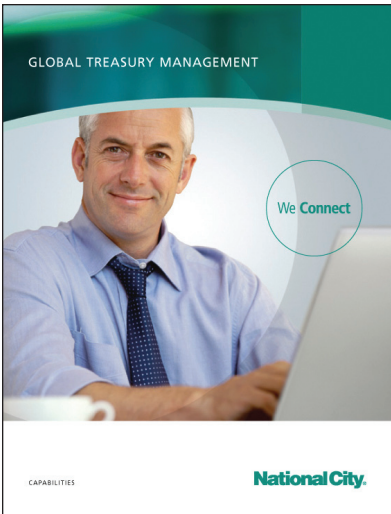


Positioning they can bank on



Challenge: National City, one of the largest retail banks in the United States at the time, needed to more clearly communicate the value of its Global Treasury Management (GTM) division, positioning it more competitively in the marketplace.

Solution: Hanley Wood Marketing conducted a workshop for senior leadership to facilitate development of a positioning statement, value propositions and a messaging platform that would influence all customer and employee communications. A structured roll-out of the new positioning and messaging strategy with employee communications, marketing and brand helped them understand how to use the information as the foundation to create clear, consistent and engaging branded content.

Results: Communications managers, initially skeptical, were delighted with the results. Their insight: "So I don't have to make this stuff up anymore?" Previously, they'd struggled to interpret what their division stood for, and even the executive team didn't always agree. The new positioning and messages put an end to the guesswork, fuzzy communications and lack of clarity in the marketplace.