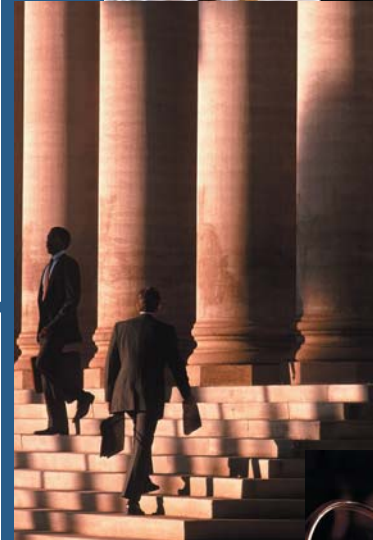




Put Our Financial Marketing Experience to Work for You



We Bring Our Understanding of Your Industry to Every Project

Eason Communications has created successful marketing and PR campaigns for many financial institutions, including banks, insurance carriers and agencies, investment companies, accounting firms, credit-card vendors and many firms that provide services and products to the financial community. To learn more about our cost-effective marketing services, visit www.easoncom.com or call us at (415) 242-5244.

Our Marketing Tools:

- ✓ Public relations programs that magnify impact
- ✓ Deal communications strategies and tactics
- ✓ Branding campaigns that position for success
- ✓ C-suite communications that boost leaders' stature
- ✓ Newsletters that sell through interesting articles
- ✓ Brochures that target specific market segments
- ✓ Ads that promote your company's unique benefits
- ✓ M&A communications that manage change
- ✓ Analyst briefings content that persuades
- ✓ Online promotions that strengthen relationships
- ✓ Direct-mail campaigns that deliver measurable results

See the following page for case histories.

Eason Communications' Selected Case Histories

Marketing a mutual fund product

Assignment: Market unique equity and bond funds.

Strategy & tactics: Asked by American Capital Strategies to help launch stock and bond funds directed at labor union institutional investors, we assisted in creating a unique fund screen, then rolled out a comprehensive marketing communications program to promote the products to trustees and advisors serving hundreds of union locals in the U.S. and abroad. The result was an extension of products that matched both union investors' financial and public policy requirements.

Credit card marketing

Assignment: Develop credit unions' "gold card" market.

Strategy & tactics: Our assignment from VISA was to create a demand for gold cards among members of the nation's 3,000-plus credit unions. It was a tough assignment because most credit unions do not have a professional marketing staff—and our promotional budget was limited. We created a complete "fill-in-the-blanks" marketing kit, containing a sample press release, a template article for credit unions' newsletters, table-top promotional displays, a poster, letters of solicitation, bill-stuffer brochures and a concise instructional manual showing non-marketers how to use the materials we created. Our marketing campaign produced an outpouring of gold-card applications.

Launching a new insurance company

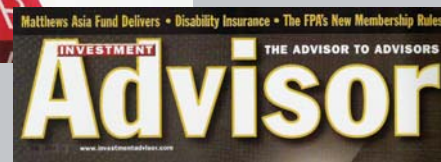
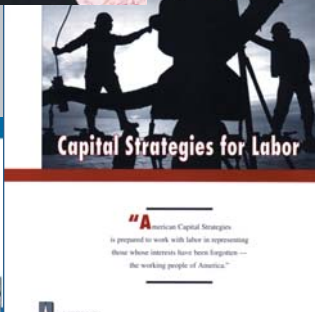
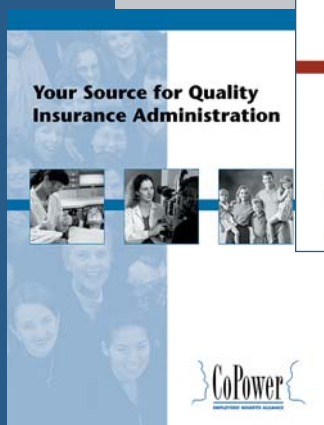
Assignment: One of California's largest insurance agencies asked us to brand a subsidiary firm and launch it statewide.

Strategy & tactics: We developed a name, a logo, a set of core messages and a full collateral, sales promotion, PR and advertising campaign for a third-party administration company with a broad range of benefit administration capabilities. We demonstrated how the program would let small firms give their employees big-company levels of service. The company now administers benefits for more than 4,000 groups and 100,000-plus people.

Community bank public relations

Assignment: Develop a strong private banking program in affluent Marin County.

Strategy & tactics: We used direct mail and PR to invite high-net-worth individuals in the community to regular financial education and cultural programs we held in the bank's large meeting room. Then we waged an aggressive media relations campaign, which resulted in numerous articles and radio reports throughout the community. As a result, the bank became known as a trusted forum for knowledgeable discussions.



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