

Wells Fargo & Company

BACKGROUND Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with \$1.9 trillion in assets, and serves one in three households in America. While the well-established Wells Fargo brand was known as one of the largest consumer banks in the country, they found that small business customers were unaware of or confused about the services and products available to them, so Wells Fargo tapped Cause Communications to help raise visibility among this key economic sector.

STRATEGY Cause Communications was asked to create a comprehensive system of tools that supported the brand and articulated the Wells Fargo Small Business value proposition for women and other minority audiences. Using distinctive photography and a clear, consistent design, we created vibrancy while working within corporate brand system requirements invoking loyalty and trust.

OUTCOME Our support and counsel helped Wells Fargo increase awareness about the financial products they provide as well as grow their small business services. During our engagement, small business services grew by 15 percent and exceeded all expectations.

TACTICS

- Communications strategy
- Materials design and development

“Cause got us, and they got our audience. Small business sign-ups increased 25% during the active campaign period.”

Steve Smith, WFC Small Business

Business Services Packages
Stake your claim to greater value with Wells Fargo

INCLUDES:

- **Checking Account Free of the Monthly Service Fee for 90 days** \$15-\$45
- **50% off first order including stamps, deposit slips, etc. for Debit Card check up to \$100**
- **Business ATM and Check Card**
- **Business Online Banking**
- **Overdraft Protection**

Pick at least 2 additional products that meet your unique financial needs:

Savings & Investment Services:

- **Business Investment Savings Account** - annual high interest, with no minimum deposit requirement
- **Credit Services - choose one:**
- **Wells Fargo Business Secured MasterCard** - annual fee up to \$150 with no annual fee when the card is used at least 12 times per year. Receive 2000 bonus BusinessMilesSM with new cardholder
- **Wells Fargo VisaSM Business Card** - access a cash line up to \$10,000 with no annual fee when the card is used at least 12 times per year. Receive 2000 bonus BusinessMilesSM with new cardholder

Other savings you may choose:

- No monthly service fee for any Business Savings Account for 90 days \$15-\$45
- 2000 bonus BusinessMilesSM with new cardholder when a Wells Fargo VisaSM Business Card is opened \$0
- Wells Fargo Business Secured MasterCardSM annual fee waived first year \$25
- No monthly service fee for two months of Bill Pay \$15-\$50
- Opening fee waived for the Wells Fargo Business line of credit \$110-\$210
- Loan documentation fee waived for the Equipment Express account \$50
- A/E/ISM offer with a Wells Fargo Business Debit Card \$0
- Wells Fargo Business Payroll Services \$0
- Waive set up fee for Wells Fargo Merchant Services \$15-\$50
- Waive set up fee for Internet Merchant Services \$99
- Waive documentation fee for the SBA LoanDoc, SBAExpress and 7(a) term loans \$1000
- One year free Business Advice magazine \$14

TOTAL PACKAGE VALUE: Up to \$1,858

Business Branch Sales Kit

Wells Fargo Packages
Stake your claim to greater value with Wells Fargo

INCLUDES:

- No monthly service fee with Current Package Checking or Smart Express
- Free first order of electronic checks
- 2 ATM debit statements per month
- 6 month Bill waiver on Regular Savings
- 2 months Bill Pay with Money Back Guarantee
- Cash back with ShareBuilder
- IRA rollover

Savings:

- No monthly service fee with Current Package Checking or Smart Express \$76
- Free first order of electronic checks \$19
- 2 ATM debit statements per month \$60
- 6 month Bill waiver on Regular Savings \$18
- 2 months Bill Pay with Money Back Guarantee \$11-\$30
- Cash back with ShareBuilder \$10
- IRA rollover \$40

Pick at least 2 additional products that meet your unique financial needs:

Investment Services:

- **Business Investment Savings Account** - annual high interest, with no minimum deposit
- **Credit Services - choose one:**
- **Business Secured Card** - access a cash line up to \$10,000 with no annual fee when the card is used at least 12 times per year. Receive 2000 bonus BusinessMilesSM with new cardholder

Other savings you may choose:

- No monthly service fee for any Business Savings Account for 90 days \$15-\$45
- 2000 bonus BusinessMilesSM with new cardholder when a Wells Fargo VisaSM Business Card is opened \$0
- No monthly service fee for two months of Bill Pay \$15-\$50
- Opening fee waived for the Wells Fargo Business line of credit \$110-\$210
- Loan documentation fee waived for the Equipment Express account \$50
- A/E/ISM offer with a Wells Fargo Business Debit Card \$0
- Wells Fargo Business Payroll Services \$21-\$100
- Waive set up fee for Wells Fargo Merchant Services \$150
- Waive set up fee for Internet Merchant Services \$99
- Waive documentation fee for the SBA LoanDoc, SBAExpress and 7(a) term loans \$1000
- One year free Business Advice magazine \$14

TOTAL PACKAGE VALUE: Up to \$1,858

Personal Branch Sales Kit