



AN ESTEY-HOOVER CASE HISTORY

HOUSEHOLD BANK (HOUSEHOLD SAVINGS & LOAN)

When Household Finance, based in Chicago, decided to purchase seven independent branches of Southern California's Keystone Savings, Estey-Hoover was selected to handle the name change, branding, expansion promotions and on-going campaigns. Early research showed us that people were very skeptical of the name "Household", associating it with a finance company, high loan rates, even "loan sharks." It was a time when stability of banks and S & L's was also in question. Our task was to "humanize" this bank, demonstrate its stability and dependability. We approached the name problem head-on with campaigns like, "*We Have A Household Name...One you can depend on*", "*You Should Be A Household Name*," and "*The One Person Loan Committee*." During our five year tenure the bank grew to 26 branches. Each year Estey-Hoover prepared a detailed "situation analysis and marketing plan." We compared each branch to its local competitors. Both "umbrella" and local campaigns were conducted simultaneously. (Similar tasks were fulfilled later for Hemet Federal Savings & Loan as it grew to 21 branches through openings and acquisitions.)

EACH YEAR, ESTEY-HOOVER PLANNED AND IMPLEMENTED REGIONAL AND LOCAL CAMPAIGNS

- ✍✍ Researched the state of the industry and Household's competitive positioning
- ✍✍ Wrote situation analyses, plans, budgets, recommendations
- ✍✍ Recommended and developed positioning and branding strategies
- ✍✍ Developed "people friendly" literature (brochures, POP, etc.)
- ✍✍ Prepared media recommendations, negotiations and buying for print, out-of-home, radio, direct mail
- ✍✍ Created and produced print, broadcast and other advertising campaigns
- ✍✍ Handled publicity for all new openings, products, community activities, etc.
- ✍✍ Maintained an internal "Branch Communications Program" for marketing activities
- ✍✍ Prepared annual and periodic plans for Household International
- ✍✍ Oriented all new branches/managers to the strategy, positioning and campaigns

RESULTS

- ✍✍ Research showed greatly improved acceptance to the name "Household" and willingness to try that institution
- ✍✍ Grew to 26 successful branches, most improved over their local competition
- ✍✍ Ad campaigns received readership and creative awards
- ✍✍ Enabled Estey-Hoover to remain in favor during four top-level administrative changes in five years.