

# CASE STUDY

## Situation



reflect the brand, colors and look of the partner. U.S. Bank decided to change that so all check cards would reflect the brand, colors and look of U.S. Bank.

U.S. Bank then needed to redesign its marketing materials to tie in with the new check card designs for each partner.

U.S. Bank recently had changed its brand standards for all of its cobranded check cards. Previously, check cards were usually designed to

## Challenge

One cobrand partner is Harley-Davidson Financial Services. Their customers have a very strong affinity for this brand and quickly identify with the prominent orange and black colors and look of Harley-Davidson's marketing collateral.

Therefore, they were concerned that a new U.S. Bank look would result in less recognition of the Harley-Davidson brand. It was especially important for the collateral to effectively highlight the Harley-Davidson brand without losing the U.S. Bank branding.

## Solution

Infinity Direct was asked to create new buckslips that blended the two very different brands. Using the U.S. Bank colors and "shield" and Harley-Davidson photos, we designed three different versions to appeal to the card owner. We created a piece that showcased Harley-Davidson motorcycles without losing the U.S. Bank branded colors and look.



## Results

Both Harley-Davidson Financial and U.S. Bank were impressed with the new designs and copy. Because Infinity Direct knows and understands both of the brands, we were able to successfully blend the two and create effective communication materials.

