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PUBLIC AFFAIRS COUNSELORS

METRO BANK CASE STUDY

The need for multicultural advertising continues to grow in today's marketplace. America's diverse consumers want more than a meager commercial that has been dubbed over, or a poorly translated brochure. For a multicultural campaign to be successful you must use the cultural distinctions between consumers and craft a message that speaks to them personally.

The wrong choice of words or overlooked local customs can drastically alienate a cultural segment of the market. carreñogroup knows that the right collaterals will deliver the right results; our Creative Team designs materials specifically focused on each potential target segment.

THE CHALLENGE:

Since its inception, Metro Bank has been committed to provide individualized financial products and services among culturally diverse communities. For their print advertisements, Metro Bank sought to convey the idea of person-to-person service, catered to each customer's culture and needs. Metro Bank wanted an aggressive print campaign targeted to the Asian and Latino populations in Houston.

THE BUSINESS STRATEGY/EXECUTION:

- carreñogroup developed extensive focus-group analyses to find out what was most important to each population segment. Questionnaires, video forums, and individual talks played an important part in defining what the Vietnamese, Chinese, Mexican and Central American consumer wanted in a bank. carreñogroup knows that the best source of intelligence for multicultural marketing is the people you are targeting.
- A considerable problem among both the Asian and Hispanic communities was a continued mistrust in financial institutions. In view of that, the campaign focused on delivering the key message, and at the same time reinforcing Metro Bank's remarkable credentials and rock-solid history. Metro Bank's community sponsorships and philanthropic programs were also emphasized, as well as the company's investments in minority-owned businesses.
- Another important market dynamic was that the oldest generations were the most resistant to setting up bank accounts or receiving financial advice. Research also showed that second and third-generation Asians and Hispanics were more open to loans and credit card use. As a result, campaign collaterals reflected Metro's responsible financial know-how to cater to the older generations, but also offered a variety of new services in step with a modern lifestyle to reach the younger population.



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- carreñogroup analyzed how each population responded to graphics and typography, and crafted a message that talked to them visually from beginning to end. Seeing is believing; and the print advertisements showed how Metro Bank could work for both Asian and Latino Houstonians. All the brochures, signs, and booklets were “transcreated” to each target market, and worked in unison with Metro Bank’s message.

THE RESULTS:

- The specific collaterals positioned Metro Bank within each market by addressing each segment’s financial needs and worries. Through design-intensive development and research, carreñogroup developed a successful print campaign by applying our extensive multicultural expertise graphically. The Metro Bank campaign engaged the communities and continued branding Metro as a financial institution in-touch with the monetary needs of Latinos and Asians.
- Chinese, Vietnamese, Mexican and Central American customers responded decisively, expanding Metro Bank’s customer base. carreñogroup delivered a campaign that communicated solid ideas across a multitude of cultures, and branded Metro Bank as the financial institution of choice for Hispanic and Asian communities.
- Metro Bank understands that each and every one of their customers is unique, so they offer individualized guidance to find the perfect financial alternatives. carreñogroup knows that just like each customer, each market is unique, and we provide the tools and strategy for the perfect multicultural marketing campaign.

CLIENT TESTIMONIAL:

- *"When picking an agency to assist you in delivering a message to multiple ethnic communities, you must pick someone who knows how to communicate your message with the correct language and culture, someone who has a network of business and civic relationships. It definitively makes a difference to have someone creating [graphic] materials to people who understand your concerns, it takes carreñogroup."*

Don J. Wang
Chairman
Metro Bank, NA