



“Seeing is Believing!” To promote a new Granite Credit Union branch in a local supermarket, we created an on-site grand opening event. ■ The design of our self-mailer consisted of a hand assembled printed piece resembling a magician’s hat with rabbit’s ears poking out of a die cut slit with the words PULL. It was irresistible. Everyone pulled the rabbit out of the hat, revealing the grand opening theme, “The Magic of Money” and all the details. ■ An original, live magic show was presented over two days, with posters, banners, handouts, giveaways and a trip to Disneyland to make the campaign complete. ■ The grand opening was effective, fun and lively. With a 12.77% response rate, we generated deposits and loan balances which totaled well over \$4 million for a 927.03% return on investment.

Making a  
Grand Opening  
appear magically

