



When Wells Fargo proposed that we create a campaign to help increase small business owner awareness of the advantages of their StageLine Customer Service Program, our strategy centered around a simple premise: Nobody knows the needs of small business owners more intimately than other small business owners. ■ By using typical small business owners to convey real-world needs, we created an effective platform for introducing a real-world solution – one that offered small business owners a personalized, flexible line of credit that would help build revenue, create more return customers and increase bottom lines.

Wells Fargo
thinks big by
thinking small