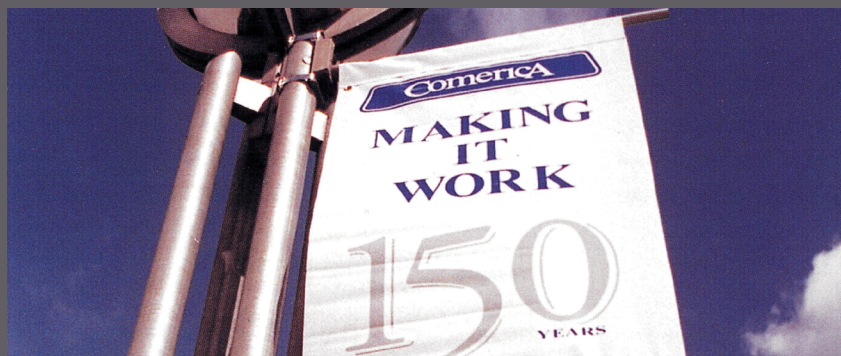


CLIENT:
Comerica Bank

INDUSTRY:
Financial Services

PROJECT:
150th Anniversary



CASE STUDIES

The Anniversary Company

→ CELEBRATING BUSINESS MILESTONES

OBJECTIVES

- Unite a workforce that is spread among three states (California, Michigan and Texas).
- Communicate the message that Comerica has a solid history, a strong future and is supportive of the communities in which it serves.
- Produce employee events in each state that are true celebrations, not overpowered with speeches.

SOLUTIONS

- Arranged for anniversary logo to appear on all internal and external corporate communications and advertising. The logo also appeared on thousands of ATMs.
- Designed and placed lamppost banners around Comerica facilities in the three states. Banners were in place from the start to finish of the anniversary year.
- Designed and placed anniversary flags throughout the well-traveled Hart Plaza near Comerica's headquarters in Detroit, Michigan.
- Designed and distributed to all branch offices a "Celebration in a Box" complete with anniversary celebration recommendations, program agendas, PowerPoint presentations, buttons, and interior and exterior banners. Employees affirmed their commitment to the next 150 years by signing the large interior banners during local celebration events.
- Held anniversary press events to kick off the campaign with the media.
- Arranged for Comerica senior management to ring the closing bell on the New York Stock Exchange.
- Produced five back-to-back events for thousands of employees in each state. Every event featured music and cuisine representative of each of the states Comerica serves.
- Captured the company's history in a coffee table book that was distributed to employees, stockholders, etc.

RESULTS

- Comments like "this is the best event we have ever held" flooded in to Comerica senior management after employee events were held.
- Relationships between bank and community leaders were strengthened.
- Significant positive press was generated.
- Client awarded The Anniversary Company its National Quality Excellence Award.