

Announcement MPB-750 Message Bottle

Credit First National Association wanted a memorable way to announce its new electronic processing program in partnership with US Bank.

They choose the MPB-750. This was tied to the theme that the new program would be fast, reliable and simple to use.

The bottle filled with sand, shells, a palm tree and a message inside represented the old throw it in the ocean and hope method. The question on the bottle was answered on the message inside, detailing the features of the program.

The bottle was mailed to 2,500 targeted businesses. Follow-up calls found that the message was remembered and had been read.

Results are new accounts are not yet available.

