



GET **READY**

for something
completely different.

From a bank. (Seriously.)







THE EXPERIENCE

Advice you can bank on



Get More from Your
Everyday Banking

A promotional graphic for everyday banking services, featuring a computer monitor and various icons representing different financial products.

Go to
Online Banking

Savings

A vertical promotional graphic for savings services, featuring a stylized ampersand symbol and a background image of a person.

Credit
Cards

A vertical promotional graphic for credit cards, featuring a stylized ampersand symbol and a background image of a person.

Mortgages

A vertical promotional graphic for mortgages, featuring a stylized ampersand symbol and a background image of a person.

Investments

A vertical promotional graphic for investment services, featuring a stylized ampersand symbol and a background image of a person.

EXIT

Mortgages

Investments

Come Home to the Right Mortgage

Invest for Your Future

bank on

Everyday Banking



- Budgeting Basics (1:30)
- Emergency Fund (1:05)
- Getting Started in Banking (1:15)
- Golden Rule of Savings (1:00)

• Keep track of your money

• Don't spend more than you earn

Credit Cards & Loans

Shop for the Right Credit Card



This kiosk features a large digital display with a grid of credit card options. The top section is titled "Shop for the Right Credit Card" and includes a small image of a person. Below the title, there are several columns of information, each with a small icon and text, likely representing different credit card products and their features. A tablet computer is mounted on the kiosk for customer interaction.

Mortgages

Learn Which Loan Works for You



This kiosk has a digital display with the heading "Learn Which Loan Works for You". The screen shows various mortgage-related information, including a small image of a person and several columns of text. A tablet computer is positioned on the kiosk for user input.

Investments

Invest for Your Future



This kiosk features a digital display with the heading "Invest for Your Future". The screen displays investment-related content, including a small image of a person and several columns of text. A tablet computer is mounted on the kiosk for customer use.

I'm responsible for overseeing the quality of customer service, so my team and I are always happy to hear from you, whether it's about kudos or concerns.

Corey Pitre



bank on
Advice you

Everyday Banking

Tellers
&
ATM
Online

Our investment display can help you with



ATM





Everyone's Big Picture Looks Different

Explore the Ways We Can Help
Whatever you need to achieve with your money, RBC Royal Bank® is here to help with advice that is tailored to your unique needs.
We're what's important to you and we'll show you the possibilities.

Getting Started
1. Walk in our door
2. Meet with our advisor
3. Get your plan
4. Action



Online Banking
Manage your money from anywhere, anytime.

Get the most out of your money

Get the most out of your money

Savings

Rewards



THE CHALLENGE: DRIVE TRAFFIC

AWARENESS

Geo-targeted online ads



THIS IS DIFFERENT.

Starting November 1, we invite you to revisit the Guelph Line and Mainway retail store.

It's a completely new banking experience!



OOH

EXPERIENCE SOMETHING
COMPLETELY DIFFERENT.
FROM A BANK. (SERIOUSLY.)

Guelph Line and Mainway retail store.

Advice you can bank on™



EXPERIENCE SOMETHING
COMPLETELY DIFFERENT.
FROM A BANK. (SERIOUSLY.)

Guelph Line and Mainway retail store.



Advice you can bank on™

Exterior hoarding



Exterior banners



THIS IS INNOVATIVE.

RETHINK BANKING.
RE DISCOVER YOUR FUTURE.
RE VISIT THIS BRANCH.



THIS IS ABOUT YOU.

RETHINK BANKING.
RE DISCOVER YOUR FUTURE.
RE VISIT THIS BRANCH.



THIS IS INTERACTIVE.

RETHINK BANKING.
RE DISCOVER YOUR FUTURE.
RE VISIT THIS BRANCH.



THIS IS UNEXPECTED.

RETHINK BANKING.
RE DISCOVER YOUR FUTURE.
RE VISIT THIS BRANCH.

Print ads



Experience something completely different.
From a bank. (Seriously.)

RBC's first retail store is changing your banking experience – offering choices and advice in a way you've never seen before. Drop in and explore new-to-us touch screens and exciting applications in an interactive environment. And if you have a question or want more information, you never have to go more than a few steps to find an RBC* advisor who's ready to help you.

Revisit the Guelph Line and Mainway retail store and visit what it means to visit a bank. 3400 Mainway, Burlington.

Advice you can bank on™



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**A DM campaign that would
mimic the real-world experience**

1. Disrupt

2. Involve



GET **READY**

for something
completely different.
From a bank. (Seriously.)

INVOLVE

From a bank. (Seriously.)
for something
completely different.



RBC Royal Bank®

Inside this card is a special gift — just for you.

Every card is guaranteed when. Plus, you also have choice to enter one of 21 prizes of \$500 or a Grand Prize of \$5,000.

What's the secret? Well, it's not until the magic moment of our annual draw on **Thanksgiving & Monday** along with you when you still have **November 27** to collect your guaranteed gift and find out if you're the lucky card-gift winner.

Scatch Line & Maturity at all times
100% Interest
No Annual Fees



Advice you can bank on!

RE DISCOVER

How to plan for your future — in a whole new way.

It's hard to believe but you can now. Discover the exciting new way to plan for your future. The new RBC Royal Bank's new way to plan for your future. The new RBC Royal Bank's new way to plan for your future. The new RBC Royal Bank's new way to plan for your future.

RE THINK

What it means to visit a bank.

This is much more than just a transaction. It's a completely new banking experience, where you have access to proactive advice and personalized service in a unique and relaxed setting.

RE VEAL

our gift to you.

Scratch the box below to reveal your special gift. To receive, bring this card to our retail store by November 27. Also, remember to place this card on the scratch line to see if you've won the Grand Prize of \$5,000! Your Gift Card is one of 10 \$500 Visa Gift Cards.

Scratch the box to reveal your gift.

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RE VISIT

Scatch Line & Maturity retail store and experience something completely different.

It's truly appreciate how much we've changed. Banking you have to see it in person.

Scatch Line & Maturity retail store
100% Interest
No Annual Fees

INVOLVE



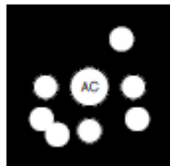
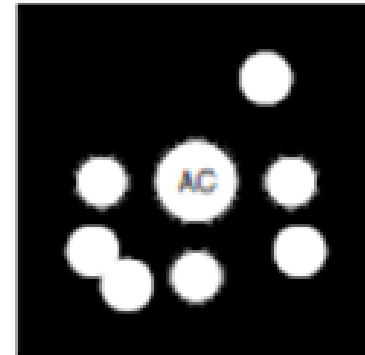
RBC Royal Bank®

Inside this card is a special gift — just for you.

Every card is a **guaranteed winner**. Plus, you also have a chance to win* one of 10 prizes of \$100 or a **Grand Prize of \$5,000**.

What's the occasion? We're celebrating the transformation of our retail store at Guelph Line & Mainway. Bring this card with you when you visit us before November 27 to collect your guaranteed gift and find out if you're the lucky grand-prize winner!

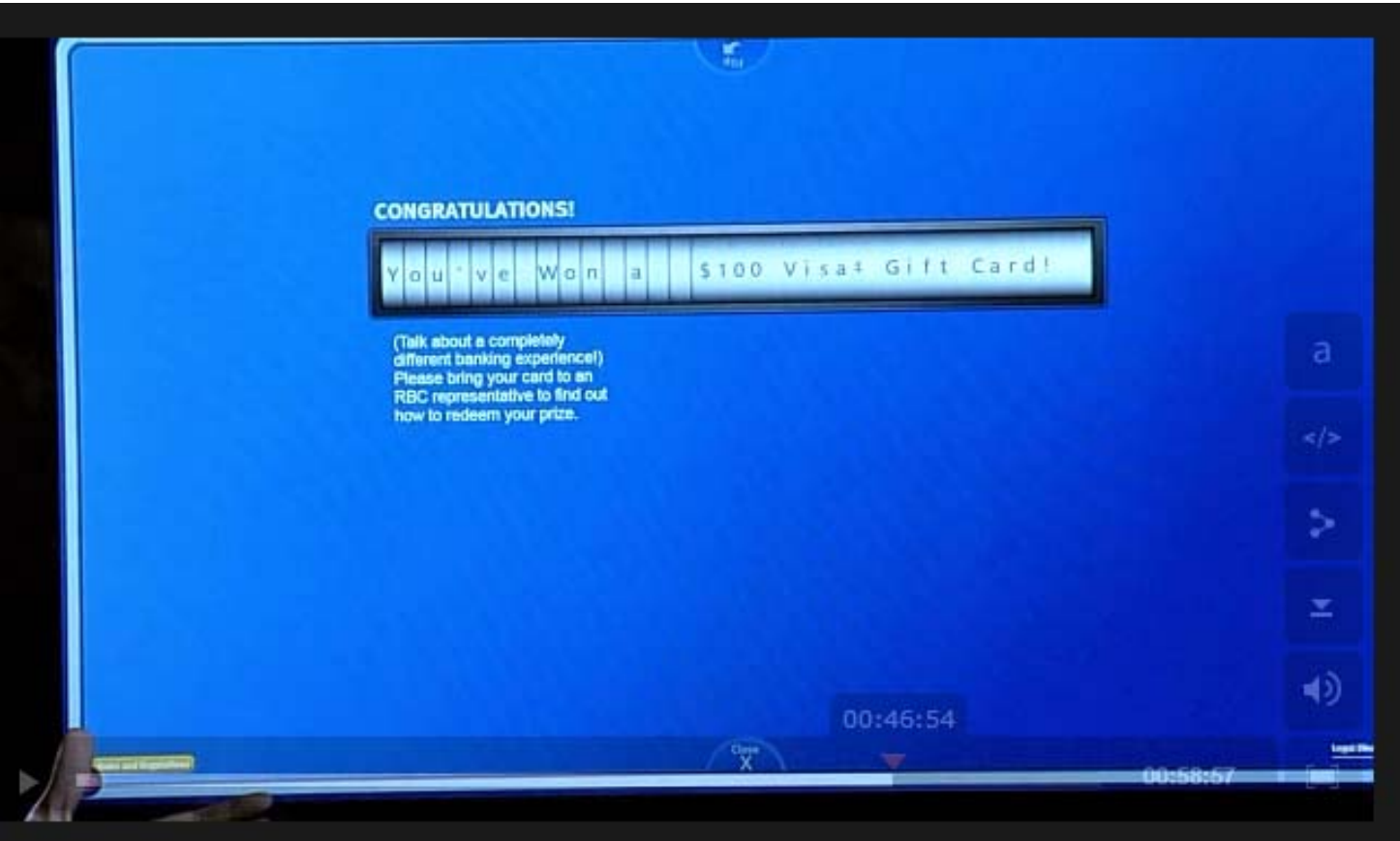
Guelph Line & Mainway retail store
3030 Mainway
Burlington, Ontario



Advice you can bank on™







INCENT



REVEAL

our gift to you.

Scratch the box below to reveal your special gift. To redeem, bring this card to our retail store by November 27. Also, remember to place this card on the interactive screen to see if you've won the Grand Prize of a \$5,000 Visa[†] Gift Card or one of 10 \$100 Visa Gift Cards.

Congratulations!

You've won

a \$5 Tim Card.

Congratulations!

You've won
a \$5 Tim Card.

Scratch the box to
reveal your gift.

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[™] Trademark of Royal Bank of Canada. Used under licence.

* No purchase necessary. For complete contest rules visit the retail store.

[†] All other trademarks are the property of their respective owner(s).

11%

of DM recipients got in their cars
and visited the branch during
launch period

THE RESULTS



- 1. An unexpected offer**
- 2. Involving creative**
- 3. A high-appeal incentive**



INTEGRITY OF EXPERIENCE

THANK YOU!



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