

► **PORTFOLIO**
Richard Bloch

Client:
Wells Fargo

Media:
Direct mail

Objective:
Promote use of
bank debit card

This mailing was created to promote the usage of the Wells Fargo debit card.

To encourage account holders to use the card, a sweepstakes was held. Each usage of the card at a retail location entered the customer for a chance to \$10,000. In addition, there were \$1, \$3 and \$5 incentives for using the card.

The piece is executed in a die cut format and unfolds in a way to demonstrate how to use the card "around the corner, around town, or anywhere MasterCard is accepted."



COPY

(Cover)

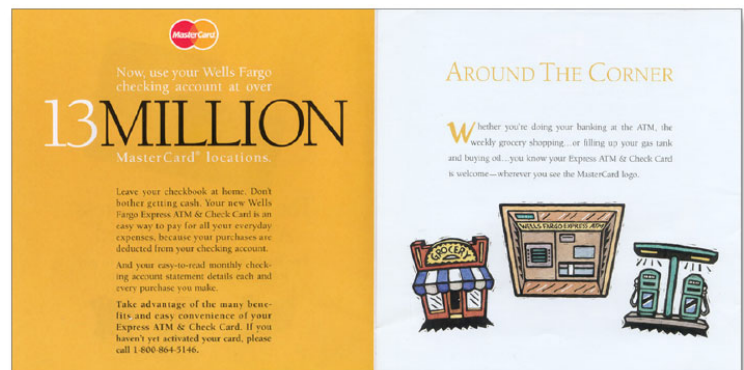
The Wells Fargo Express ATM & Check Card

**The faster, more convenient way
to pay for all your everyday purchases.**

(First Reveal)

**Now, use your Wells Fargo checking
account at over 13 million MasterCard
locations.**

Leave your checkbook at home. Don't bother getting cash. Your new Wells Fargo Express ATM Check Card is an easy way to pay for all your everyday expenses, because your purchases are deducted from your checking account.



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And your easy-to-read monthly checking account statement details each and every purchase you make.

Take advantage of the many benefits and easy convenience of your Express ATM & Check Card. If you haven't activated your card, please call 1-800-000-0000.

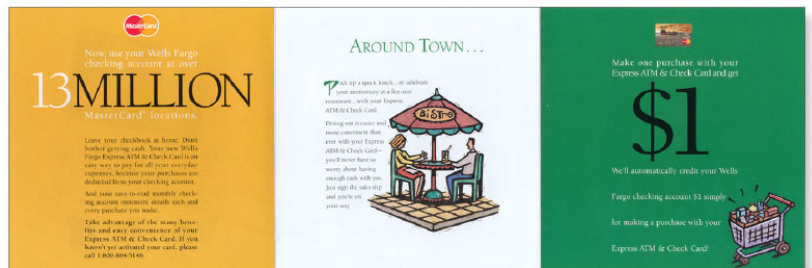
Around the Corner...

Whether you're doing your banking at the ATM, the weekly grocery shopping...or filling up your gas tank and buying oil...you know your Express ATM & Check Card is welcome – wherever you see the MasterCard logo.

(Second Reveal)

Around Town...

Pick up a quick lunch ... or celebrate your anniversary at a five-star restaurant...with your Express ATM & Check Card.



Dining out is easier and more convenient than ever. You'll never have to worry about having enough cash with you. Just sign the sales slip and you're on your way.

Make one purchase with your card and get \$1. We'll automatically credit your Wells Fargo checking account simply for making a purchase with your card.

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(Third Reveal)

**...Or Anywhere
 MasterCard is Accepted!**

Shopping at your favorite department stores, specialty shops and retailers is a breeze... with your Express ATM & Check Card. Using your card is quick and easy – so you need not hassle with carrying checks or cash.

Plus, you can use your card at home whether ordering from catalogs, taking advantage of a TV offer, or making travel reservations. It's reassuring to know your Express ATM Check Card is accepted by more than 13 million MasterCard merchants around the globe.



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Make two purchases with your card and get \$3. We'll automatically credit your Wells Fargo checking account simply for making two purchases with your card.

(Last Reveal)

Be one of three \$10,000 winners in California! The more purchases you make with your card, the more chances you have to win!

Each time you make a purchase with your Express ATM & Check Card, you're automatically entered to win a \$10,000 deposit to your Wells Fargo checking account. Use it any way you like – for gas and groceries, a shopping spree, or a dream vacation.



Client:
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Make three purchases with your card and get \$5. We'll automatically credit your Wells Fargo checking account simply for making three purchases with your card.

(Back panel)

Win \$10,000!

Be one of three California winners – just by making everyday purchases with your new Express ATM & Check Card.