

# Old and New Methods in Bank Advertising

Keen Interest in Publicity Methods Shown by Change in Policy by Some Financial Institutions—The Purpose of Modern Advertising—Two Examples Compared—How Far Can Commercial Methods be Adopted?—The Preparation of Copy

By NORMAN S. RANKIN

AN interesting article on Canadian Bank Advertising, published in a recent issue of *The Monetary Times*, by Mr. W. F. Dorward, manager of one of the Royal Bank of Canada's branches in New Brunswick, points out that Canadian banks have been the last of large Canadian institutions to adopt modern advertising copy and methods, and while there are nevertheless exceptions to this rule, as a whole his statement is correct.

Advertisements of two centuries ago were more or less limited to brief announcements of the sale of certain commodities at certain places. Their object was to bring consumer and manufacturer together, and as such they evidently served their purpose. Undoubtedly the demand in those days for the manufactured output was greater than the supply, but in any case, the idea that a manufacturer or business man should create a demand for his products and thus increase his output and his profits had not crystallized.

## Spend Four Millions a Day

Selling on credit through travelling salesmen, marketing by telegraph, foreign trade assistance from the banks and general and special advertising campaigns have developed only with the latter half of the past century, the first half of which was almost wholly taken up with difficulties of production and transportation. Available statistics tell us that year in and year out United States advertisers in practically all lines of trade are spending \$1,500,000,000 a year, or over \$4,000,000 a day, and if this is a fact, it is clear that the object of their advertising is not only to sell their manufactured products, but to increase the demand for them.

That advertising is creative is granted—there is no room for argument. Increase in business means increase in employment; increase in employees, increased demand for homes, and food and clothing; more homes built, more groceries required, more clothing demanded and so on down the line, and as an afterthought, I might add, where does the employer and the employee look for each other's aid? Why, in the advertising columns of the daily, weekly and monthly press.

## Details Swing Business

I know the case of a man who changed his business account because, when he was overseas, the bank in which his wife kept her savings were particularly obliging to her—gave her personal service in settling her insurance, rent and other bills when they fell due; of another, in which a depositor switched his account because the blotting paper on the public tables was invariably scarce, pen scratchy and ink thick; and of a third, because of the discourtesy of a bank employee.

The finest kind of an advertisement for any public service corporation is a satisfied customer, for he is a living, transient, voluntary, enthusiastic advertiser. One of Canada's leading chocolate manufacturers told me not long ago that he had built up a large trade in a certain section of the country through a satisfied, grateful customer. The man had written the manufacturer that whilst eating one of his chocolates he had broken a tooth on a piece of nutshell. The manufacturer accepting the truth of the statement without quibble, wired the man to go to the best dentist he could find and send the bill to him for settlement. The customer, appreciative and bubbling over with enthusiasm,

spread the news broadcast with most gratifying results to the manufacturer.

You may say, well, this is service and not advertising, but are not they synonymous—one verbal and the other published—and you will agree, at any rate, that one leads to the other? What I'm getting at in this roundabout way is advocacy of service in advertising, not mention only of the goods or product, their quality, etc., but the service offered to the public by the bank, manufacturer or corporation. That it is being done to some extent is a fact, but it is equally a fact that much advertising is being carried which omits all reference to service.

## A Difference in Method

The following advertisements of Canadian banks—picked at random from the daily press—are indicative of ancient and modern styles and furnish food for thought to progressive bank executives. Judged by the ethics of advertising, one is attractive, logical and well displayed; it interestingly outlines its commodity, graciously offers its service and appeals for mutual benefit through co-operation. The other is a survivor of the advertising copy of the 18th century; it limits itself to a brief statement of facts and lets it go at that. It is not a business-getter; it is non-creative; if it is read at all, it leaves the reader cold and unsympathetic.

### PERSONAL BANKING SERVICE

#### to Professional Men

In your various professions—legal, dental, medical, ministerial—you are accustomed to having your clients consult you regarding their problems. You realize that it is the proper thing for them to do, for few outside of your profession have the knowledge and experience in it that you possess.

Yet do you follow the same principle in your affairs? In financial matters, for instance, do you consult your banker—the logical financial authority—as often as you might? No one is better fitted to give such counsel, both from position and experience, as he.

Following the policy of PERSONAL SERVICE, the ..... Bank will gladly render helpful service of a financial or investment nature, or obtain, if possible, any information you require along these lines which we do not already possess.

Any ..... Bank manager will be glad to meet you at any time, in your office or ours.

### THE BLANK BANK

Established 1781

Capital Paid-up ..... \$0,000,000  
Reserve Fund ..... 0,000,000

Efficient Service in all departments of banking. Drafts bought and sold. Letters of Credit and Travellers' Cheques issued.