

The Biggest Thing in Checking Since Checks

Category: 15C. Street Marketing Program

Agency: Edelman

Client: Charles Schwab & Co.

Budget: Under \$500,000



A mobile “Talk to Chuck” truck and ATM kiosk anchored street events in Manhattan.



Schwab street ambassadors handed out thousands of mock ATM cards and branded items.

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Nearly 12,000 people visited the Schwab ATM rebate booth.



Electronically coded ATM cards were scanned by staff members, who securely dispensed a \$2 bill to symbolically "rebatе" ATM fees—and several visitors per hour also received a \$100 bill.

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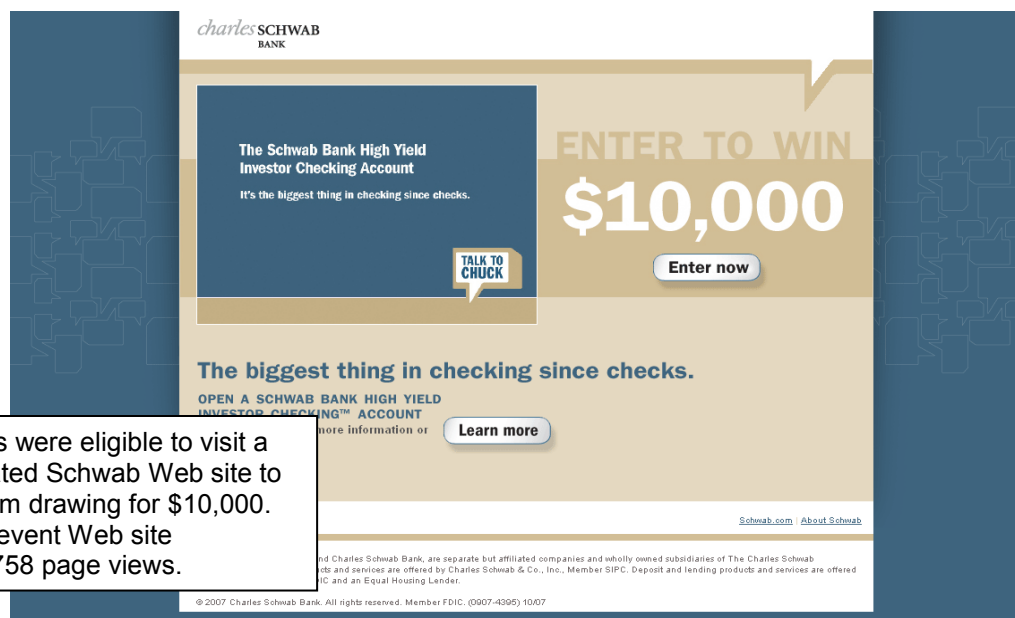
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On-site financial consultants handed out approximately 1,000 account applications and were able to track new accounts opened after the event.



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TALK TO CHUCK

ENTER TO WIN
\$10,000

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All consumers were eligible to visit a specially created Schwab Web site to enter a random drawing for \$10,000. Traffic to the event Web site generated 5,758 page views.

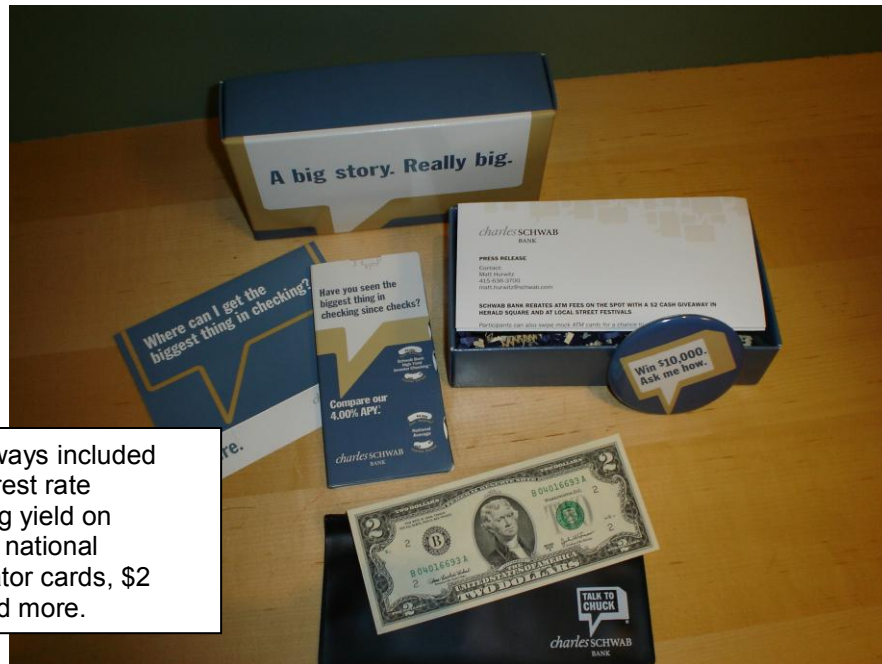
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Branded event giveaways included specially created interest rate calculators (comparing yield on Schwab's rate vs. the national average), branch locator cards, \$2 ATM fee "rebates" and more.



A "checkbook" press release highlighted key product features.