

## ***Design Case Study***

---

### **Client: Washington Mutual Bank**

#### **Challenge:**

Design a direct mail campaign, gift program, and apparel line to promote the company's new image.

#### **Background:**

Washington Mutual is a large and growing bank in the Pacific Northwest. It recently underwent sweeping rebranding to communicate that it is "warm," "part of the community," and "un-banklike." It needed a partner to create integrated marketing programs to express and extend its newly revamped image.



#### **Solution:**

AdGap Design developed direct mail concepts, gift ideas, an identity for an online branded merchandise store, and a sub brand for the "WaMu Wear" clothing line--in only three working days.



#### **Results:**

The client was "blown away" by our "right on the money" design presentation. "You captured the essence of our new brand completely," they told us, then asked, "How did you do that--in only one week?" ■

