

Local Works: Regions



This much financial control is only minutes away.

Regions Online Account Opening lets you take more control in less time.
Wouldn't it be nice if you could access and monitor your money anytime, anywhere? Talk about financial control. You can open a Regions checking account online in 10 minutes and get 24-hour access with:

- Regions Online Banking with Bill Pay
- Mobile Banking with Alerts
- Regions Visa® CheckCard with Cashback Rewards

If you're looking for more financial control, talk to Regions. You'll also find access to useful tools, practical advice and the award-winning personal service you expect.

Checking | Savings | Personal Lending | Advice and Guidance

Visit a branch, call 1.800.regions or go to regions.com/open today.



It's time to expect more.

The Client

Regions Bank, member of the S&P 500, is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers across the South, Midwest and Texas.

Objective

Educate small business owners about Regions Bank's small business services and empower them to grow their business.

Solution

leverage a geo-targeted print campaign in more than 16 markets in the South to educate small business owners about Regions Bank's small business services. The campaign ran in seven luxury Condé Nast magazines.

Geography

16+ markets in the South, including South Florida, Kentucky, Tennessee and Atlanta

Recommended Media

Architectural Digest, Bon Appétit, Golf Digest, Condé Nast Traveler, The New Yorker, Vanity Fair, Wired

