

# Local Works: Wells Fargo



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Wells Fargo

Wealth Management | Investment Planning | Retirement

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## The Client

Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through more than 8,400 locations, 13,000 ATMs, the internet ([wellsfargo.com](http://wellsfargo.com)) and mobile banking, and has offices in 42 countries and territories to support customers who conduct business in the global economy.

## Objective

Promote wealth management services, including financial & retirement planning

## Solution

High-impact spread units to reach a high-net-worth audience in key three target markets, running in four publications

## Geography

Denver, Minn./St. Paul, Atlanta

## Recommended Media

Architectural Digest, Bon Appétit, Golf Digest, Vanity Fair

