



Connecting with communities through cultural promotions

Recognizing cultural celebrations is one of the ways that Chase reaches the Hispanic and Asian communities—the fastest-growing segments in the U.S.

By offering services in native languages and developing culturally relevant advertising and promotions Chase aims to attract new—and loyal—customers.

Celebrating heritage

Recently during a one-day Hispanic Heritage Month promotion, Chase's 1,379 Hispanic-designated branches opened 29,421 new checking accounts—nearly four times their daily average.

New customers will receive \$100 in their new accounts if they also signed up for direct deposit or after making five debit card transactions.

Employees got the word out to prospective customers by decorating the branches with balloons, soccer balls and sombreros. Some placed colorful signs and tables on the sidewalk, where bankers greeted passersby. The extra efforts paid off by attracting more walk-in visits than usual.

Harvesting results

A similar promotion celebrating the Mid-Autumn Festival also yielded results for 228 Asian-designated branches across the country.

Bankers opened early 8,000 new accounts in one day—four times the usual daily volume in participating branches. Locations were decorated with paper lanterns and colorful signage, and branches gave out paper fans.

These promotions are good examples of how the multicultural efforts are significantly contributing to our organic growth.

Building relationships

Culturally linked promotions are just part of Chase's ongoing efforts to reach the Asian and Hispanic communities.

Earlier this year, the business introduced [Spanish-language checking and savings account statements](#). A bilingual refer-a-friend program has also been a successful tool in spreading the word about Chase.