

# Client Case Study

## U.S. BANK: PRIVATE CLIENT RESERVE

### OBJECTIVE:

Position the Private Client Reserve arm of U.S. Bank as the authority on services and expertise to help individuals and multi-generational families deal with the wide range of needs they'll encounter throughout their lifetimes. Designed for high net worth clients, content includes insights on how their trend research, customized risk management tools and strategies, and a holistic approach to financial planning ensures their clients reach their unique goals.

### EXECUTION:

Complete production—from editorial idea generation in collaboration with U.S. Bank and creation through design, layout, printing—of an award-winning, versioned (localized for eight markets) magazine that shares real world best practices and delivers an editorial package that walks that fine line of providing highly useful content despite being a clearly single-branded vehicle.

### RESULTS:

An on-point, locally customized magazine and digital companion with thought-provoking and actionable content. Exemplifies Greenspring's ability to source and work with a completely unique set of writers and corporate contacts to ensure content blended seamlessly with U.S. Bank's content marketing and brand strategy.

