

## National City Bank Case Study



**Client Name:**National City Bank

**Description:**Fifth largest bank in America

**Industry:**Retail Banking

**Headquarters:**Ohio

**Event Description:** Grand Openings of new facilities  
Receptions for VIPs and customers

**Audience:** Local mayors, municipal officials  
Bank officers and staff  
Customers



To include an entertainer at receptions and grand openings in the Chicago area who strolls throughout the

**Challenge:**event allowing time and space for bank staff to network with potential and current customers. Entertainer needs to fit the corporate image and include light messaging emphasizing the bank's name and its services. National City 's meeting planner hired Danny Orleans as a strolling entertainer. His magic included routines with money – growing a penny to one that's the size of a paperweight and transforming dollar bills into hundreds. His presence was the perfect solution for the client's needs. In 2004-2005 he'll appear at over 25 events for National City .

**Solution:**