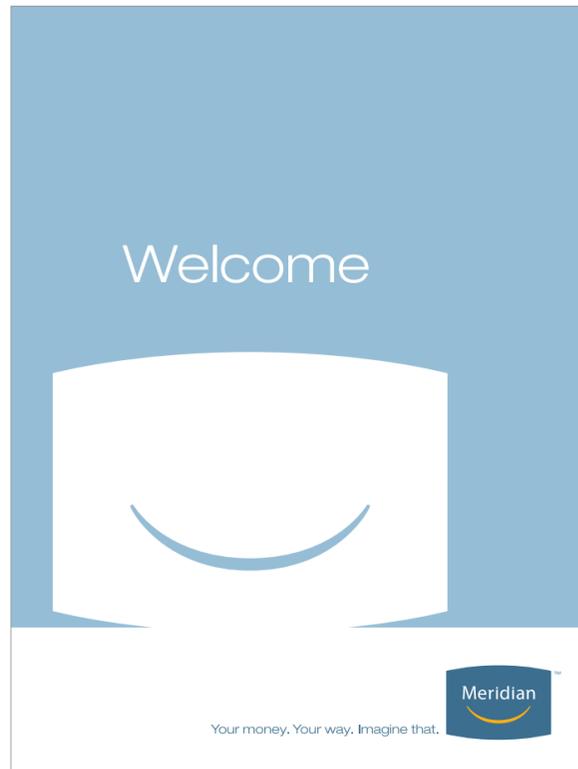
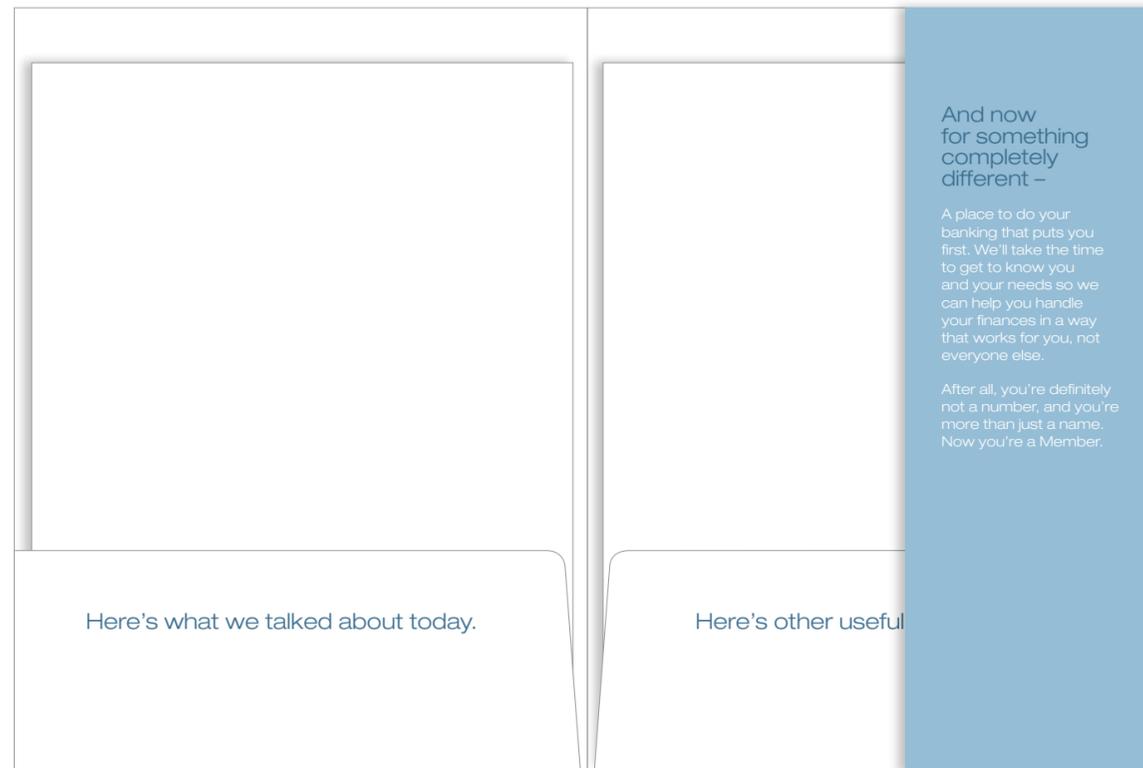


# Lots of pockets



Front Cover



First Reveal



Back Cover

Trim: 9" x 12" Flat: 26.875"(?) x 15.5"

# Lots of pockets

## Meridian New Member Onboarding Kit Redesign 1

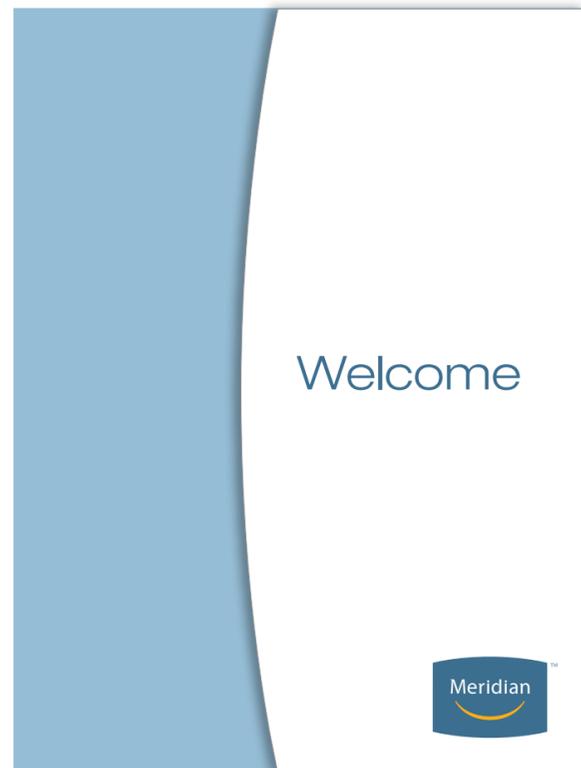
### Format

- Short fold first reveal that lets us put a branded welcome message upfront
- Copy on the first 2 pockets gives us a chance to engage our Member with cues to the content of each pocket – and helps to drive a closing conversation between the advisor and new Member as well as remind the Member of the conversation at a later date.
- Small pocket that is designed to hold pieces that would float in the larger pockets
- Spreading out the content over several pockets alleviates a bulk build-up or uneven weight distribution that can affect the opening of the pocket folder – make it a sloppy Member experience

### Creative

- We're leveraging Meridian's ownership of one of its most unique brand assets – the TV box – to reinforce the Member nature of our relationship
- PMS 550 is used because it has a welcoming feel and lets us contrast out the logo and tagline for maximum impact

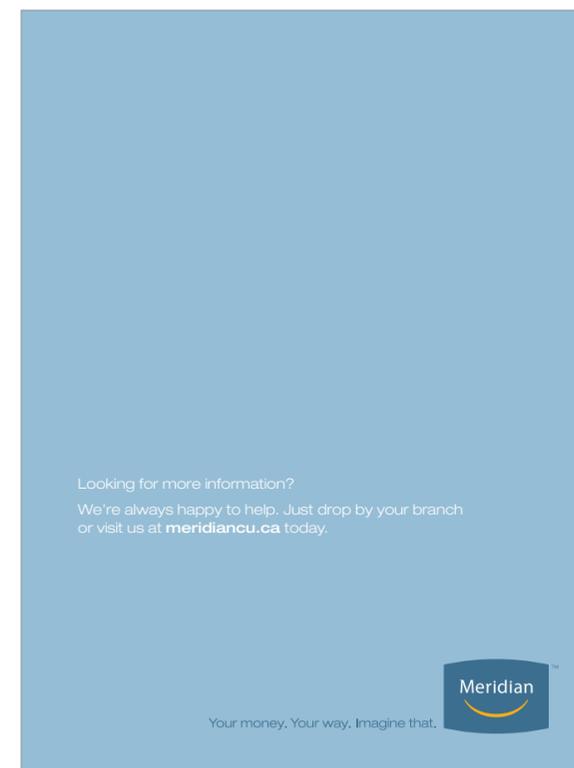
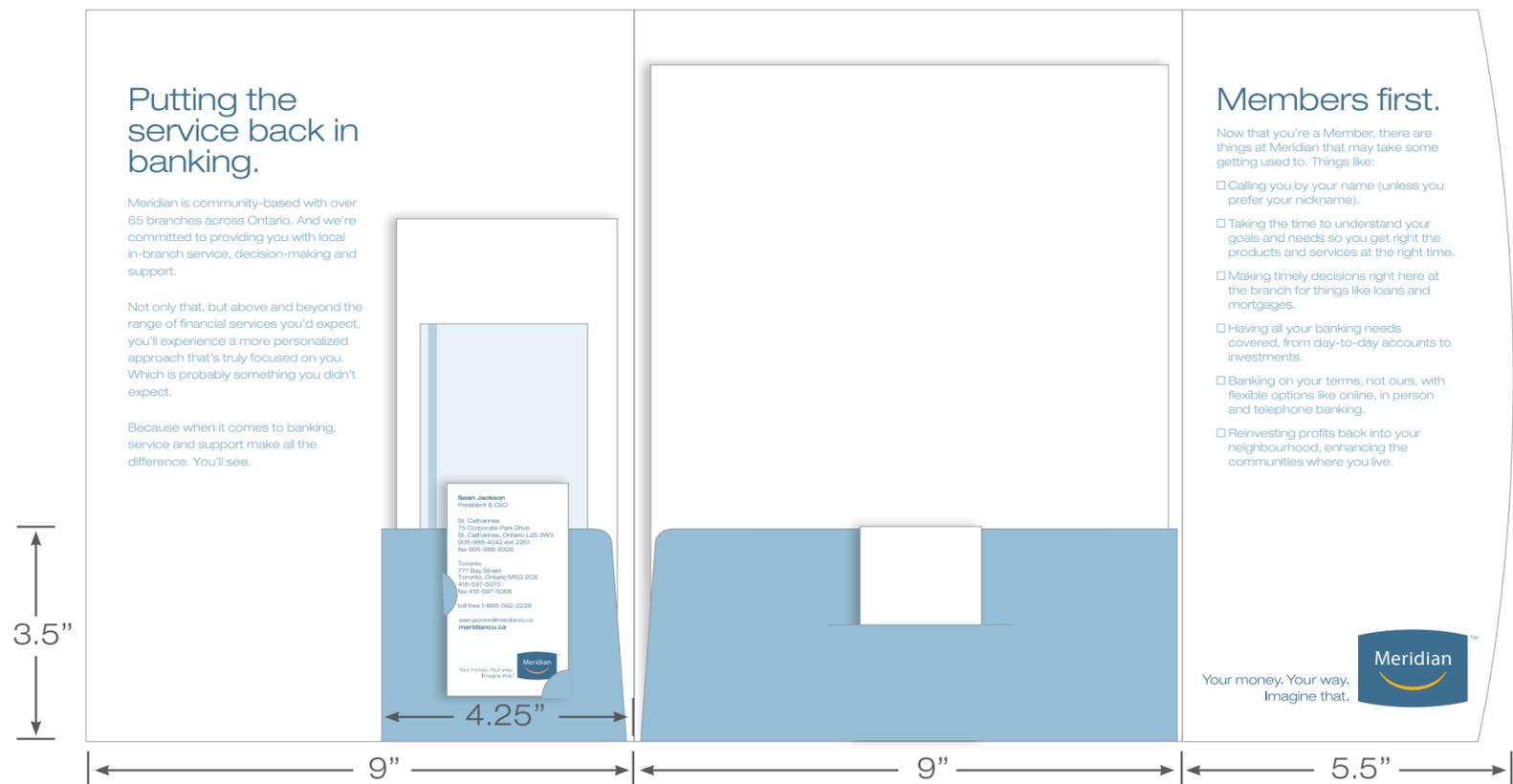
# Short-fold folio



Front Cover



First Reveal



Back Cover

Trim: 9" x 12" Flat: 23.5" x 15.5"

# Short-fold folio

## Meridian New Member Onboarding Kit Redesign 2

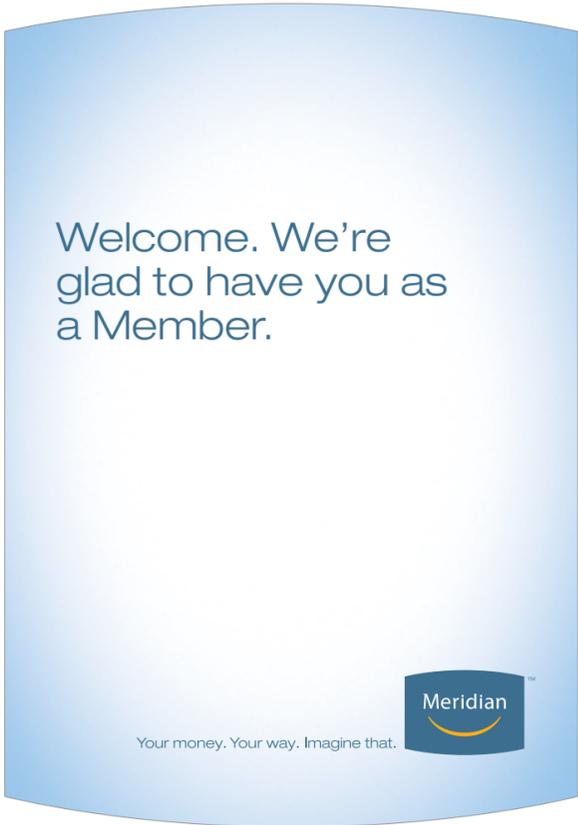
### Format

- Lead with a financial feeling (folio)
- Short fold first reveal that lets us put a branded welcome message before we see the content of the pockets
- Full reveal gives us lots of real-estate to communicate a full message – we'd like to get as much of the brochure messaging out of the pockets as we can.
- We have a large pocket and a small pocket to help with keeping the content organized, alleviate floating items and distribute the weight across both sides

### Creative

- We take advantage of the short fold on the outside front cover to create a graphically impactful welcome message
- The first reveal sidebar is a checklist of topics and products that deliver a full service FI message designed to serve as a conversation starter
- The short-fold message remains prominent in the full reveal
- We use colour to help contrast out – give focus to – the content of the pockets
- Small items are given special real-estate through the use of die cut slits in the front pockets

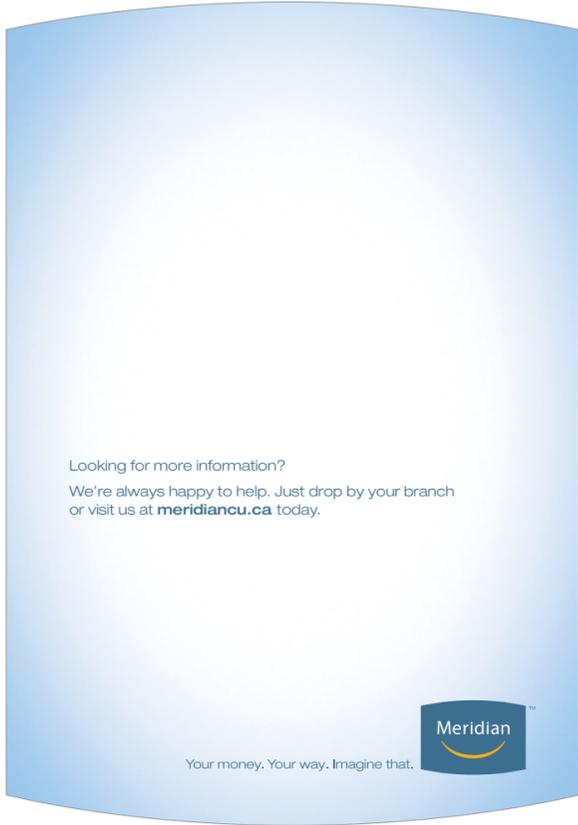
# Custom shape



Front Cover



Trim: 9" x 13" Flat: 26.875" x 15.5"



Back Cover

# Custom shape

## Meridian New Member Onboarding Kit Redesign 3

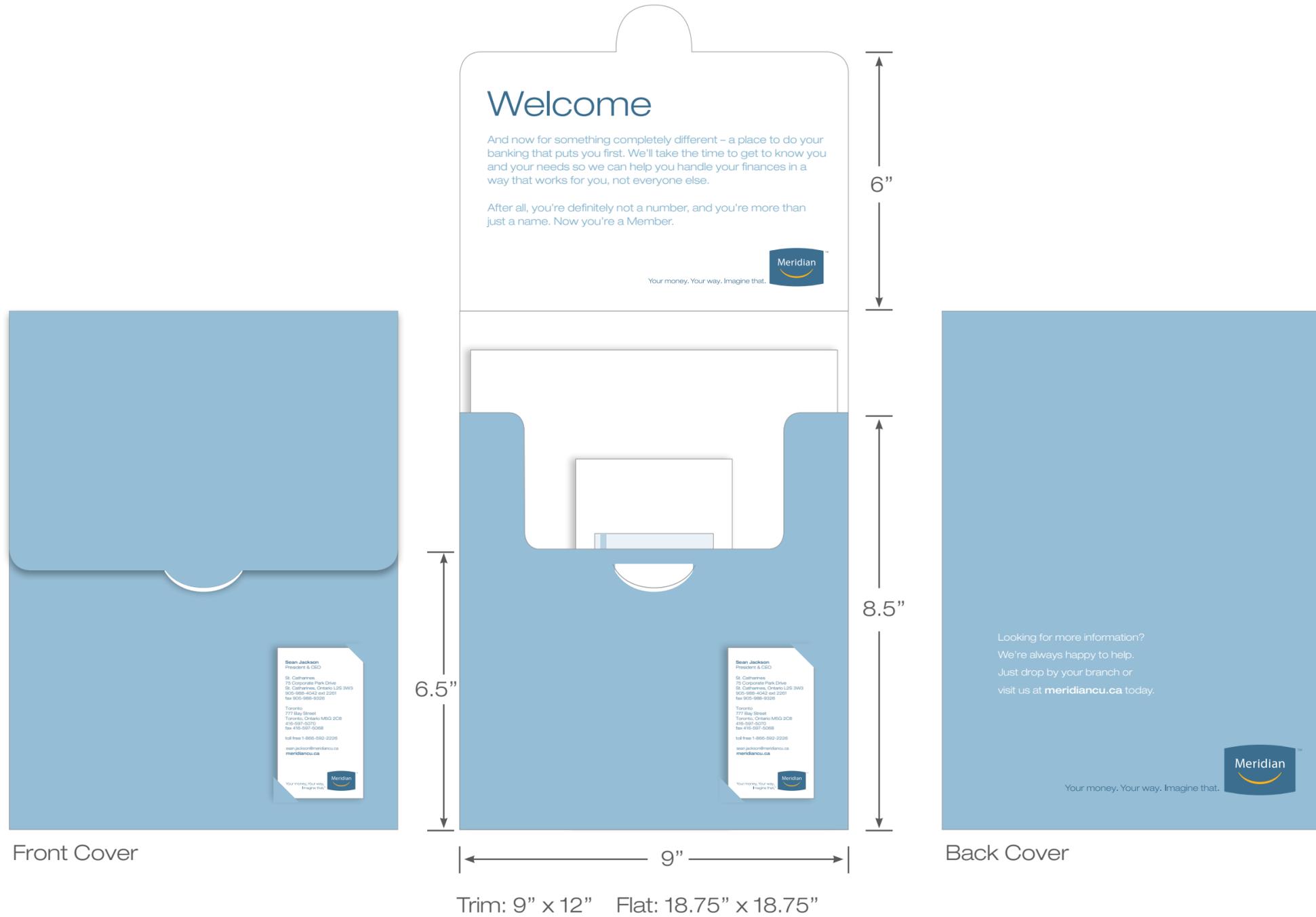
### Format

- Create a folder with a unique and memorable shape that Meridian can own
- Our first reveal is a simple and organized format of one pocket with die cut real-estate for smaller items and an expansive panel for an overview message

### Creative

- We leverage the gradient blue on the cover – it has a light, easy and uncomplicated welcoming feeling – with an engaging line of copy that talks to the benefit of membership
- Inside we use colour to contrast out content in the pockets

# Deep pocket



# Deep pocket

## Meridian New Member Onboarding Kit Redesign 4

### Format

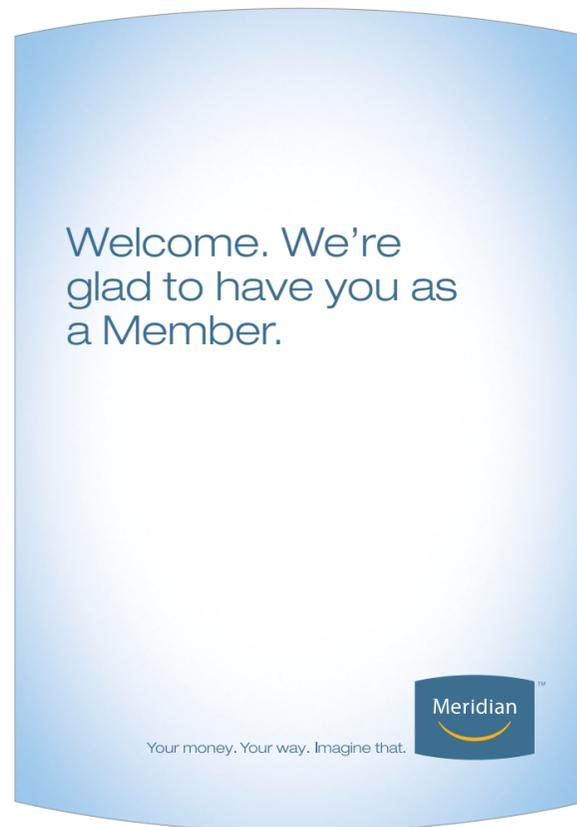
- When is a pocket folder not a pocket folder? When it's not a folder but still delivers a branded welcome message and holds all the relevant content a new Member needs to get started
- Unique format that has a smart and savvy first impression
- Very simple format that reinforces the personal relationship between Member and advisor by using the business card as primary communication
- One single pocket that simply holds all elements – Member can access small elements with a simple reach in or pour gesture
- This format has the added value of closing at the top – holds the content more securely

### Creative

- We crafted a die cut closure to reflect the Meridian smile
- PMS 550 is used because it has a welcoming feel and lets us contrast out the business card with logo to maximum effect
- First reveal carries a welcome message that umbrellas the content

# Custom shape

## Agency Reco



Front Cover

### Agency reco rationale:

- This creative utilizes a unique shape that Meridian owns
- It best supports the new brand assets of copy treatment and background
- It engages our new Member on the outside cover with copy that is more involved than a simple 'welcome'
- We bring a fixed message outside of the pocket – engaging our new Member right away by printing welcome and brand messaging on the inside front cover
- This concept best leverages a balance between variable content and fixed messaging on the inside.
- The overall feeling of this format is simple and uncomplicated – smart and savvy