



# Reimagining Brand During A Pandemic



A strong, purpose-driven brand across North America, providing a trusted foundation



Evolution of Bank Human with launch of Unexpectedly Human



TD Ready Commitment has solidified our commitment to Communities



Highest in Customer Satisfaction among Nationals Banks



# US Brand Platform



**Do what you love. We'd love to help.**

Grow your business with the help of a Small Business specialist.

**TD Bank**  
America's Most Convenient Bank®

Brochure

**We're good with numbers, like 215 for example.**

Unexpectedly Human  
America's Most Convenient Bank®

Bus Shelter

Welcome to TD Bank Personal Banking

Go ahead. Forget all your passw\*\*\*\*. We'll pay on the TD Bank mobile app. Keeps all your bills in the same place.

Learn more

Online Banking  
[Open](#) [Sign up](#)

TD Bank BusinessDirect  
[Open](#) [Sign up](#)

Onsite A Banner

**No one likes post-game math.**

Split the bill and send money fast with Zelle® on the TD Bank app.

Unexpectedly Human  
**TD Bank** **Zelle**

Billboard (TD Garden)

**"I'm good at two things: crosswords and banking. And I've already done today's crossword."**

—Diana, Store Manager, 15th & JFK

Unexpectedly Human  
**TD Bank**  
America's Most Convenient Bank®

Wallscapes

# Unexpectedly Human

**Exercise better saving habits this year.**

Get in the flow with automatic transfers and computer-aided.

Ask a local savings specialist about it.

Unexpectedly simple  
Unexpectedly Human

In-Store Poster

**Phew.**

Pay all your bills in one place with Bill Pay on the TD Bank app.

Unexpectedly simple  
Unexpectedly Human

In-Store Poster

We replace lost debit cards on the spot.

Unexpectedly instant  
Unexpectedly Human

In-Store Poster

**Fun. Real. Passionate. New York.**

Unexpectedly Human

In-Store Poster

**Ms. [Name] is here in Fishtown.**

Over 300 ATMs in the Philadelphia area, including our neighborhood Rita's or Wegmans.

Unexpectedly convenient  
Unexpectedly Human

In-Store Poster

**Bank like nobody's watching.**

Clap your hands, stamp your feet—this place is unexpectedly happy.

Unexpectedly Human

In-Store Poster

Every ATM's a free ATM with TD Premier Checking™. All ATMs have your free mobile banking with us pay.

Learn now

Instagram Story

**Everything you'd expect from a bank. Plus, everything you wouldn't.**

Unexpectedly Human  
**TD Bank**

Taxi Topper

Expect lots of perks, plus up to \$300 for new customers.

Get started

**TD Bank**

Offsite Ad

**It's tough to greet you with a smile online, but here's our best happy face :)**

Unexpectedly Human

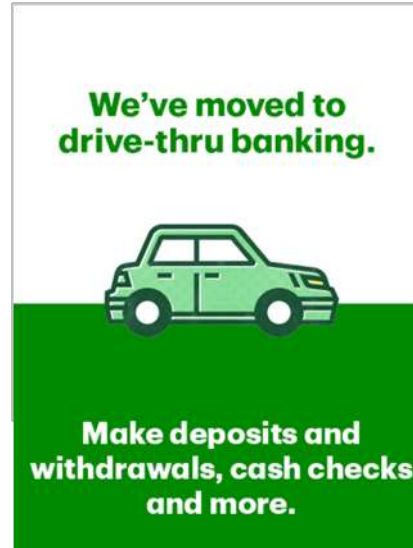
Learn more

App Banner

# As COVID began to disrupt all aspects of everyday life, we moved quickly to develop our enterprise-wide response

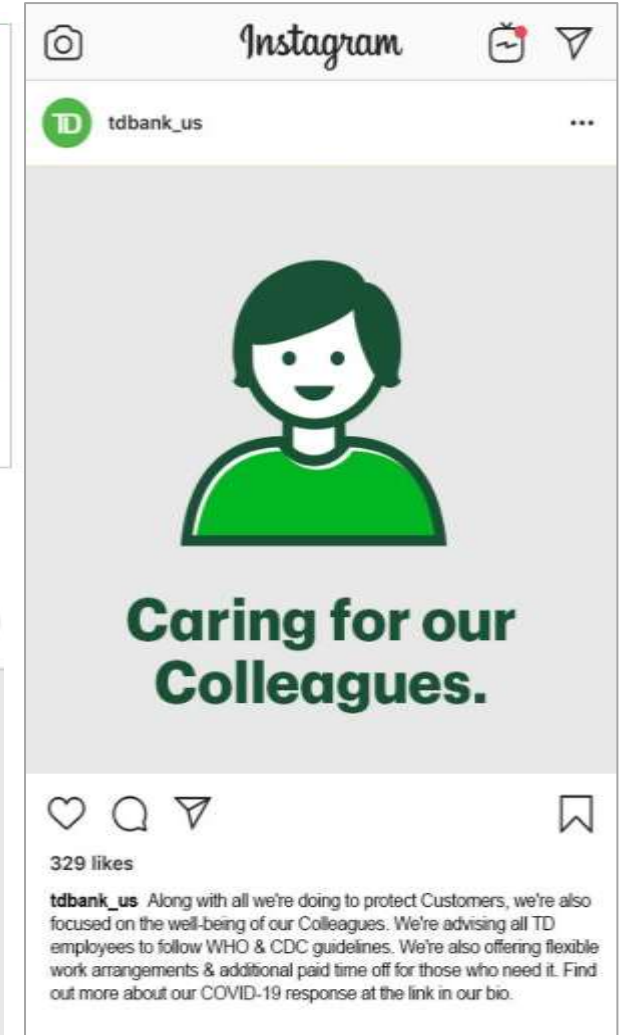


March 11



**TD** Data / Time - 4h

We know this is an extremely stressful time for Small Business owners. Find out all the ways we can offer financial relief and guidance here:  
<https://go.td.com/xxxxxxxx>





# Initial COVID response across industry focused on financial burden, consumer landscape was sea of sameness



April 8, 2020

TD Bank Offers TD Cares to Assist U.S. Customers in Response to COVID-19 Pandemic

April 2, 2020

**Wells Fargo** @WellsFargo  
If you have a financial hardship & need help with your mortgage payment, you can request an initial 3 months of mortgage payment suspension through our online submission form. You will receive immediate confirmation & a letter in 7-10 days with specific details for your loan.

March 30, 2020

**Bank of America** @BankofAmerica  
We stand ready to support you. For those who need help making credit card and/or home loan payments, you can submit an online request for a payment deferral here: [bddy.me/2V0RrYv](https://bddy.me/2V0RrYv)

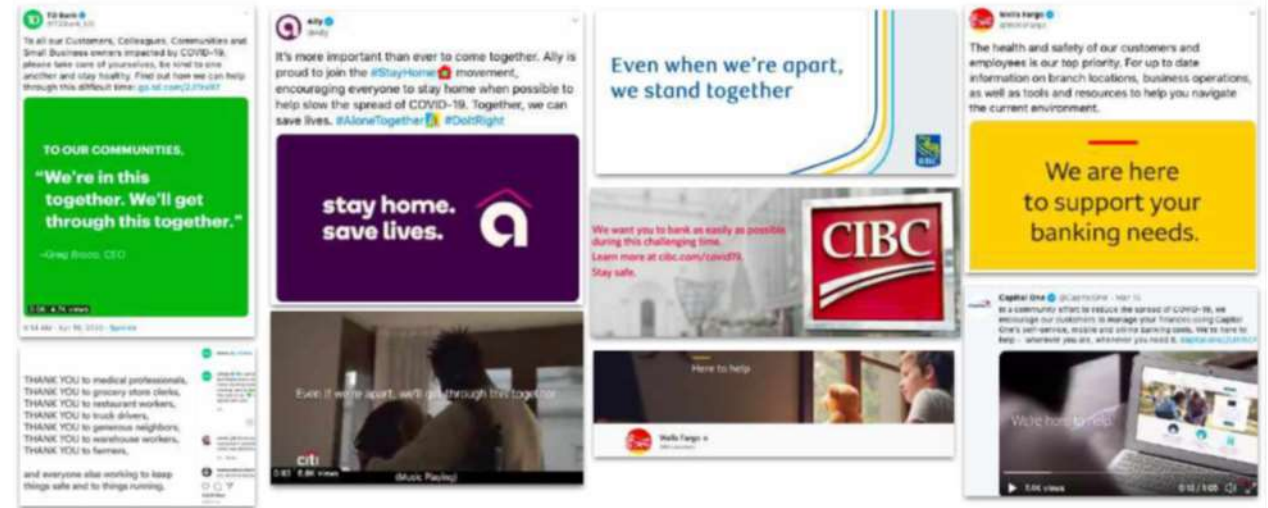


March 6, 2020

Citi Assists U.S. Customers and Small Businesses Impacted by COVID-19

**Capital One** March 17, 2020  
COVID-19 Financial Hardship Assistance

Capital One is here to help, and we encourage customers who may be impacted or need assistance to reach out to find a solution



## FAST COMPANY

04-16-20 | QUICK HIT

### Every COVID-era commercial is the same, and this video supercut proves it

In these unprecedentedly uncertain times, now more than ever [somber piano music over footage of empty public places], we are here for you.

# Our approach to launching communications during COVID-19





**Act with Purpose**

Showcase **actions** taken on behalf of our **customers, colleagues and communities**



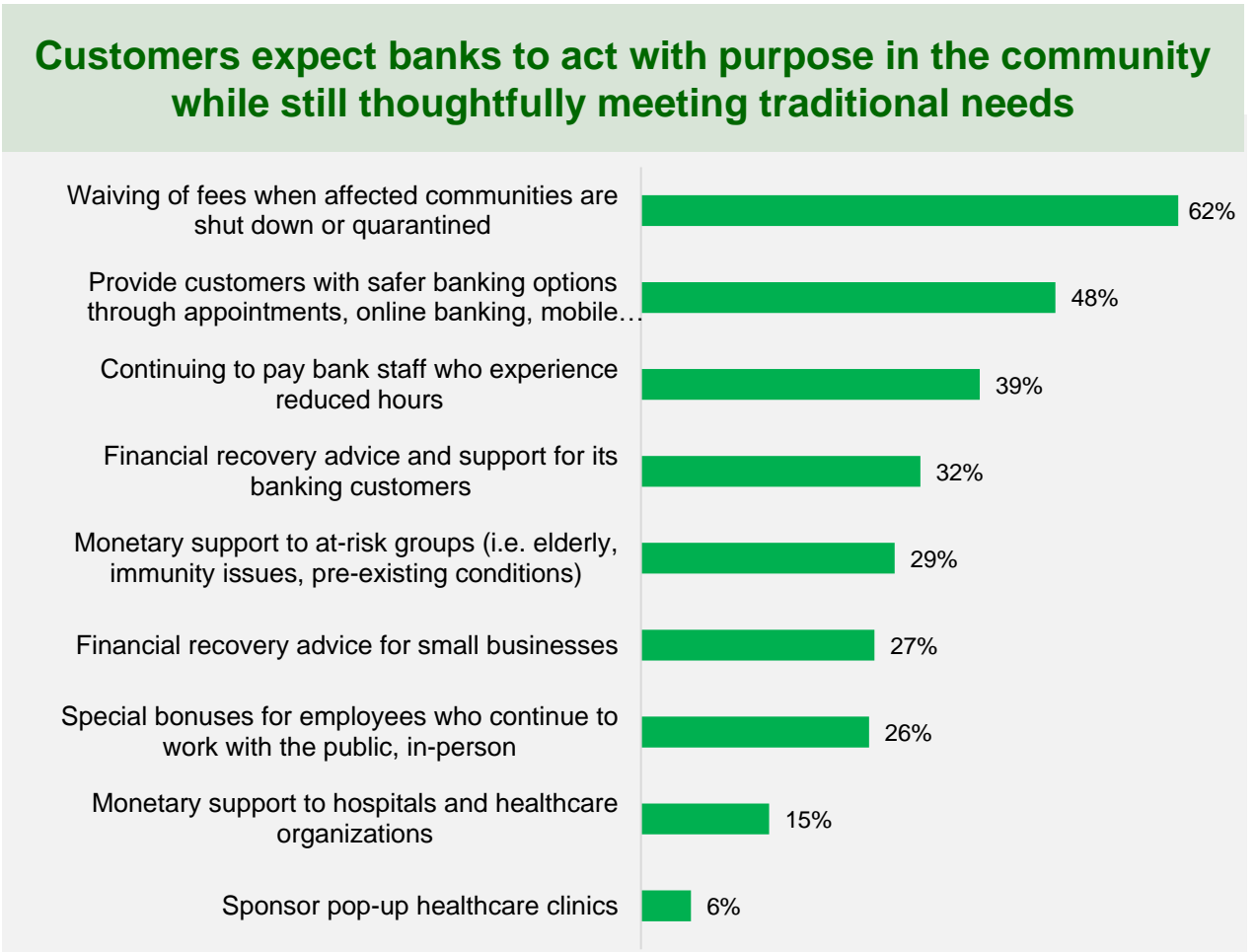
**Help solve real needs**

Focus on **issues that really matter** that also tie to our authentic purpose.



**Communicate contextually relevant messaging**

Evolve our messaging to adapt to the changing consumer mindset



Source: COVID-19 Pulse Study Wave 4, 6/2/20-6/11/20, TD Influencers Insights Community



# Our response activities spanned 3 key audiences, all with authenticity and strategic tie to our brand



## Customers



## Colleagues



## Communities



**TD READY COMMITMENT**



#TDThanksYou



TD Announces 3rd Annual TD Ready Challenge and Pledges \$10 Million in Grants for Innovative Solutions In Response to COVID-19

June 16, 2020 – Applications are now open for eligible organizations across Canada and the United States

# Deep Dive: Video Production in the Time of COVID-19





# The Brief in Brief...and Timeline (which is even more brief)



## The Opportunity

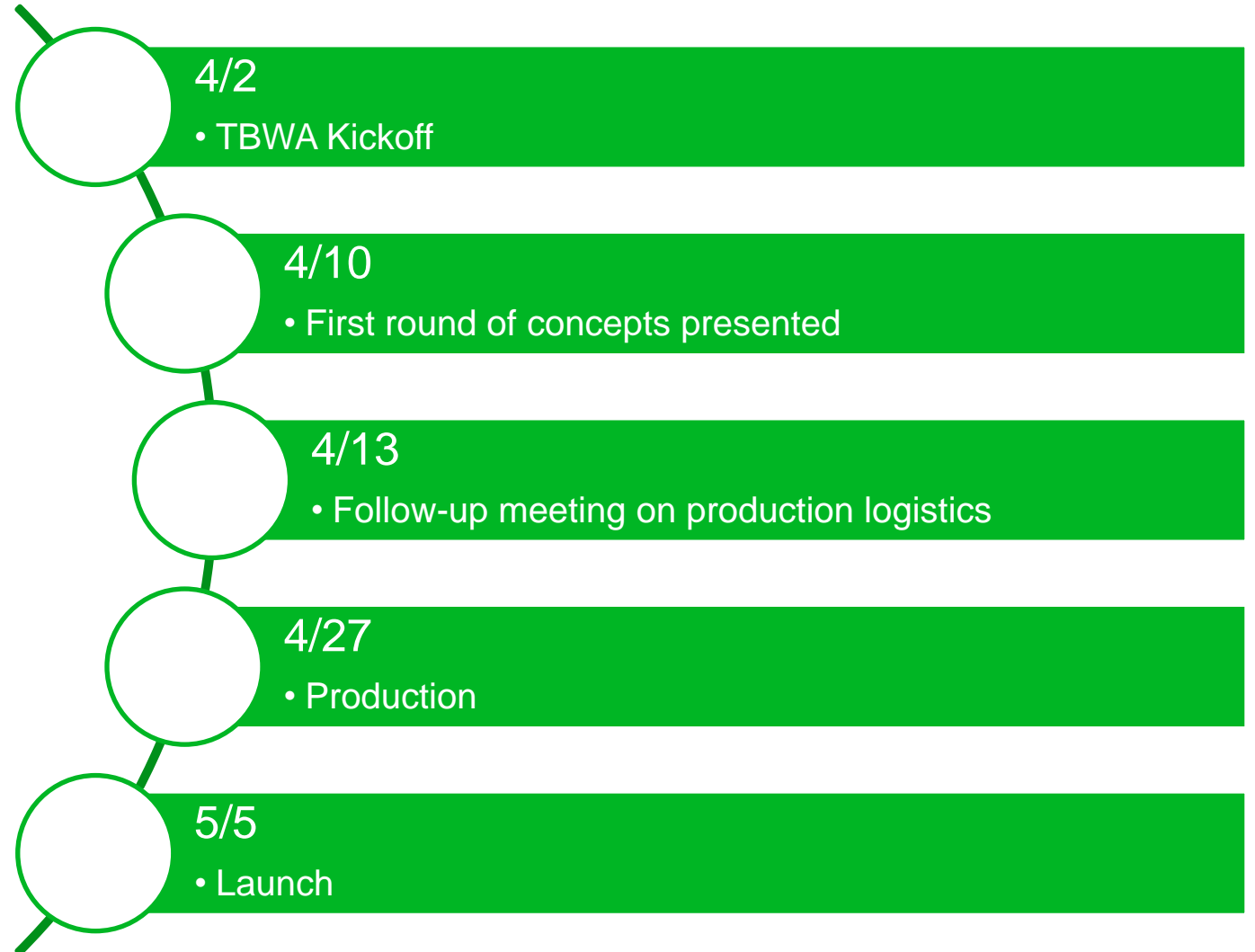
Banks, including TD Bank, have focused on relieving customers' financial burden. **We can differentiate ourselves by also championing a (safe) new normal - Online Banking - and help TD tackle a real business problem:** Too many customers are still stopping by branches to take care of simple banking tasks like depositing checks or transferring money, putting themselves and staff at risk.

## The Objective

To encourage TD Bank customers to stay home and bank online.

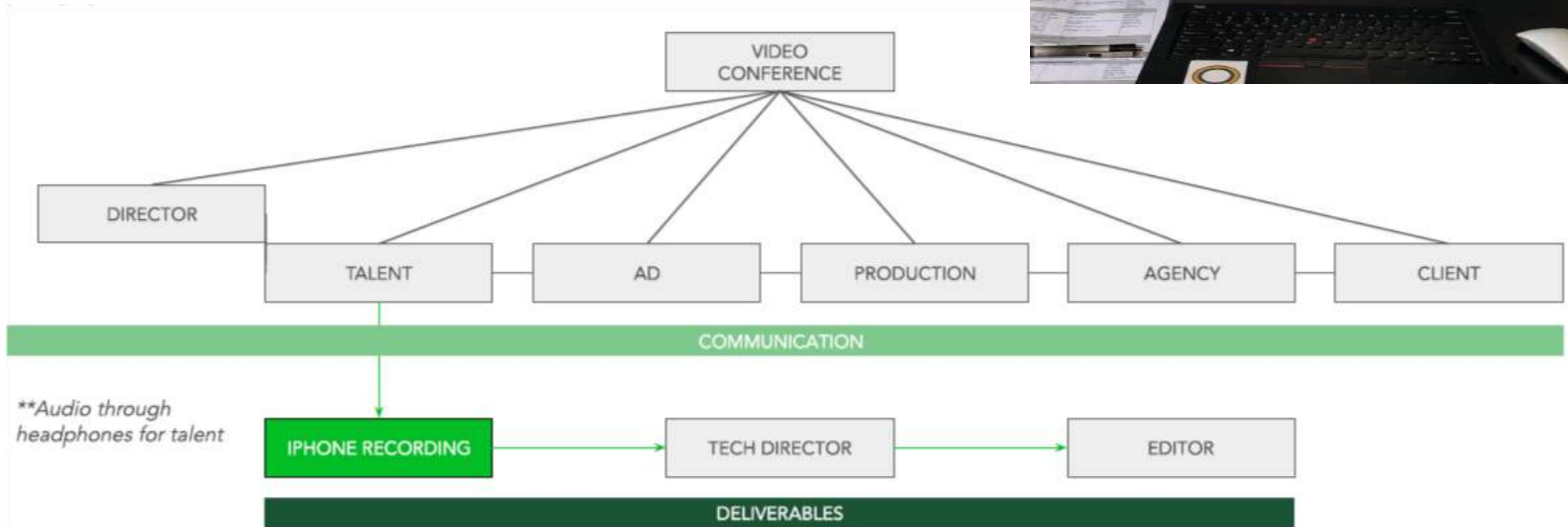
## Main Message

Stay home and bank online.





# Production Considerations







# Key Learnings



Logistical luck was on our side... mostly



Nimble team, constant communication



Never fall in love with your work



Be relevant in response, but stay true to your brand



# Reimagining Brand During A Pandemic