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CASE STUDIES

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**CAMPAIGN:** PORTMANTEAUX  
**CLIENT:** CIT  
**AGENCY:** DESANTIS BREINDEL

**THE SET UP**

CIT is a leading provider of commercial lending, leasing and advisory services. The firm's services span across numerous vertical markets, including aerospace, equipment finance, healthcare, retail. DeSantis Breindel has worked with CIT for several years to help the company grow its core businesses through a vertically-aligned advertising campaign.

The underlying concept for the most recent campaign involves portmanteaux — made-up words formed by combining two or more actual words. Using portmanteaux enables CIT to express the dual nature of its value proposition: the industry knowledge of its people, and their expertise in structuring and executing complex lending and leasing programs.

**NEW DEFINITIONS**

The multidimensional nature of their offering required an entirely new vocabulary: nonstopportunity and flyncancing (for aerospace), healthpertise (for healthcare) and communicapital (for telecommunications). Used in headlines, each portmanteau was supported by a "definition" and a visual that reflected both of the root words.

In 2013, the campaign was extended to new vertical markets and, for the first time, featured cross-industry ads to showcase how the company's expertise and experience spanned multiple markets. In addition, a new visual approach was adopted in that year; it uses distinctive illustrations to highlight the company's deep industry knowledge.

A new tagline created by DeSantis Breindel was also debuted in 2013, to capture the company's commitment to delivering hands-on, roll-up-your-sleeves



expertise to clients: "Put Knowledge to Work." A Washington, DC-focused media campaign, using the portmanteau "growmerica," appeared in such publications as Politico and The Hill; the goal was to demonstrate the contribution of CIT to the growth of the US economy.

**THE CAMPAIGN**

An internal and external communications program was deployed featuring advertising, social media and an employee engagement campaign. The advertising campaign initially included over 25 corporate and industry-specific print advertisements, as well as a wide array of targeted online and mobile banner advertisements.

CIT employees were encouraged to actively participate in the campaign and become brand ambassadors through a portmanteau creation contest. In the first few months, the contest resulted in over 350 word entries from employees in 17 offices from 9 countries. The portmanteaux concept has also extended through CIT social media channels, playing prominently on LinkedIn, Twitter and Facebook.

## DeSantis Breindel

Employee support for the campaign continued to build in 2013, with portmanteaux used to represent CIT corporate social responsibility initiatives and various HR functions. Since the new campaign launched in Q1 2013, market share in key verticals has shown growth. In the company's most recent brand tracking survey, recognition of CIT among target decision makers showed improvement.