

We
Financial
Brand & card
launch creative

In store



ATM



**We're here,
where you are.**

**Financial services to meet your
needs, where you need them.**

Introducing the We Financial Visa Prepaid Card

- Personalized, convenient and secure
- 1st load free and no annual fees
- Easy reload and easy access to your cash
- Shop online or on foot, anywhere Visa is accepted
- Online and 24/7 phone support

Making it easy.



wefinancial.ca - at every Northern and NorthMart - 24/7, 1-855-887-3964

Poster 1

- Full panel large, med, small community boards
- 8.5x11"
- 11x17"



Which card? Make it a We card.

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Ask us about financial services to meet your needs.



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Poster 2

- Full panel large, med, small community boards
- 8.5x11"
- 11x17"
- other places in town

Poster 3

- Full panel large, med, small community boards
- 8.5x11"
- 11x17"
- other places in town



**Take us with you.
On foot or online.
We go where you go.**

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Making it easy.

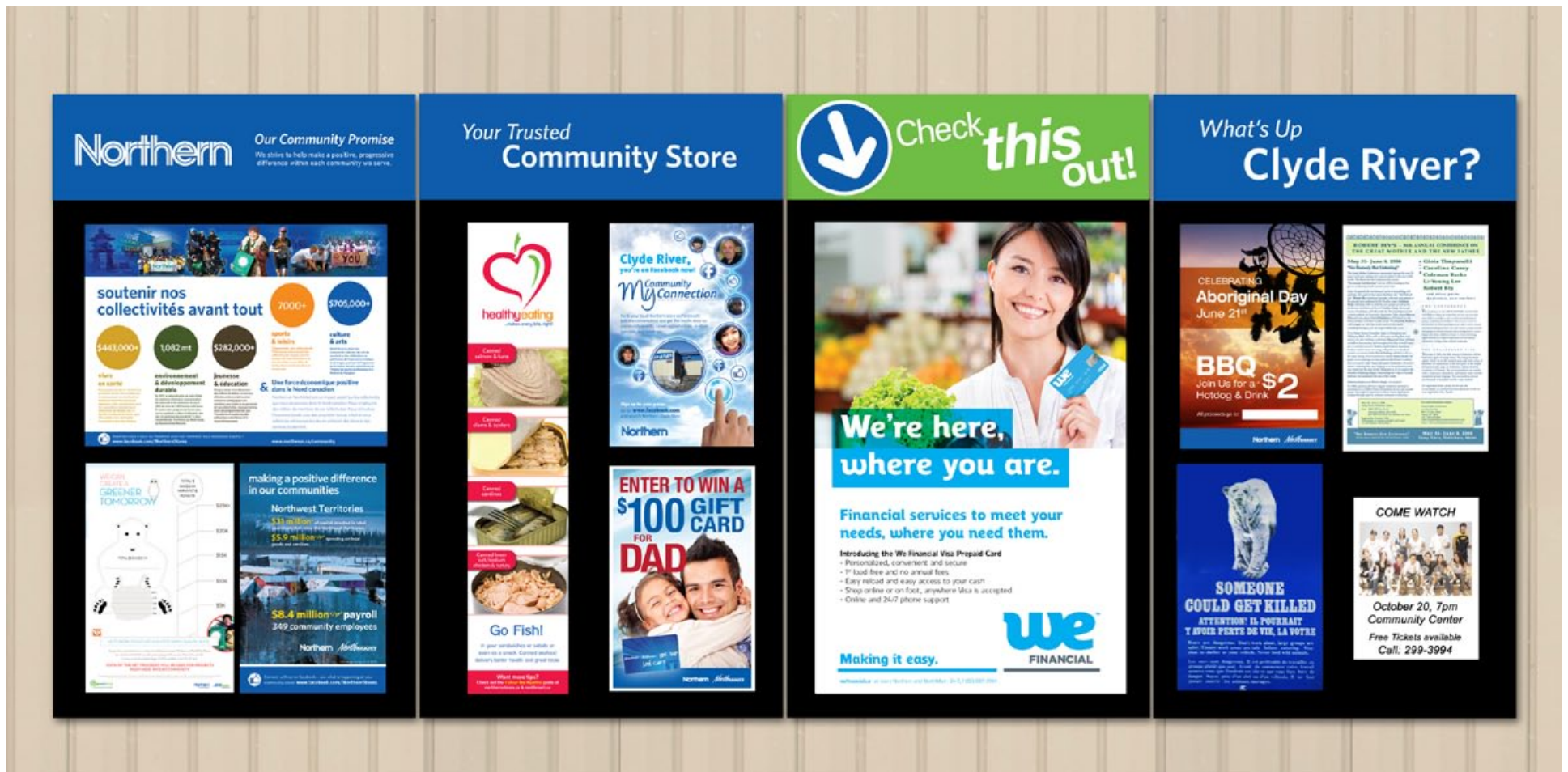
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Large community board posters

- Can be up for a month or two for launch
- then replaced with 11x17 or letter size posters at a later date



Medium community board posters

- Can be up for a month or two for launch
- then replaced with 11x17 or letter size posters at a later date



- Can be up for a month or two for launch
- then replaced with 11x17 or letter size posters at a later date

Introducing the We Financial Visa Prepaid Card

- Personalized, convenient and secure
- 0% load free and no annual fees
- Easy reload and easy access to your cash
- Shop online or on foot, anywhere Visa is accepted
- Online and 24/7 phone support

Ask us about financial services to meet your needs

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POS screen



POS dangler



Introducing We Financial Visa Prepaid.

Get yours today!

See customer services for details.



Video screen



Grocery dividers



Grocery dividers



Making it easy. Ask us about financial services to meet your needs.

Which card? Make it a We card.

Making it easy. Introducing the We Financial Visa Prepaid card.



Which card? Make it a We card. **Making it easy.** Introducing the We Financial Visa Prepaid card.

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Making it easy. Financial services to meet your needs, where you need them.



Floor decals

1.



1. Brand, or

2. Card

- Can be placed in front of the customer service desk or in front of the ATM

2.



Floor decals

1. Brand, or
 2. Card
- Can be placed in front of the customer service desk or in front of the ATM



Window decals

1. Store
2. Airports

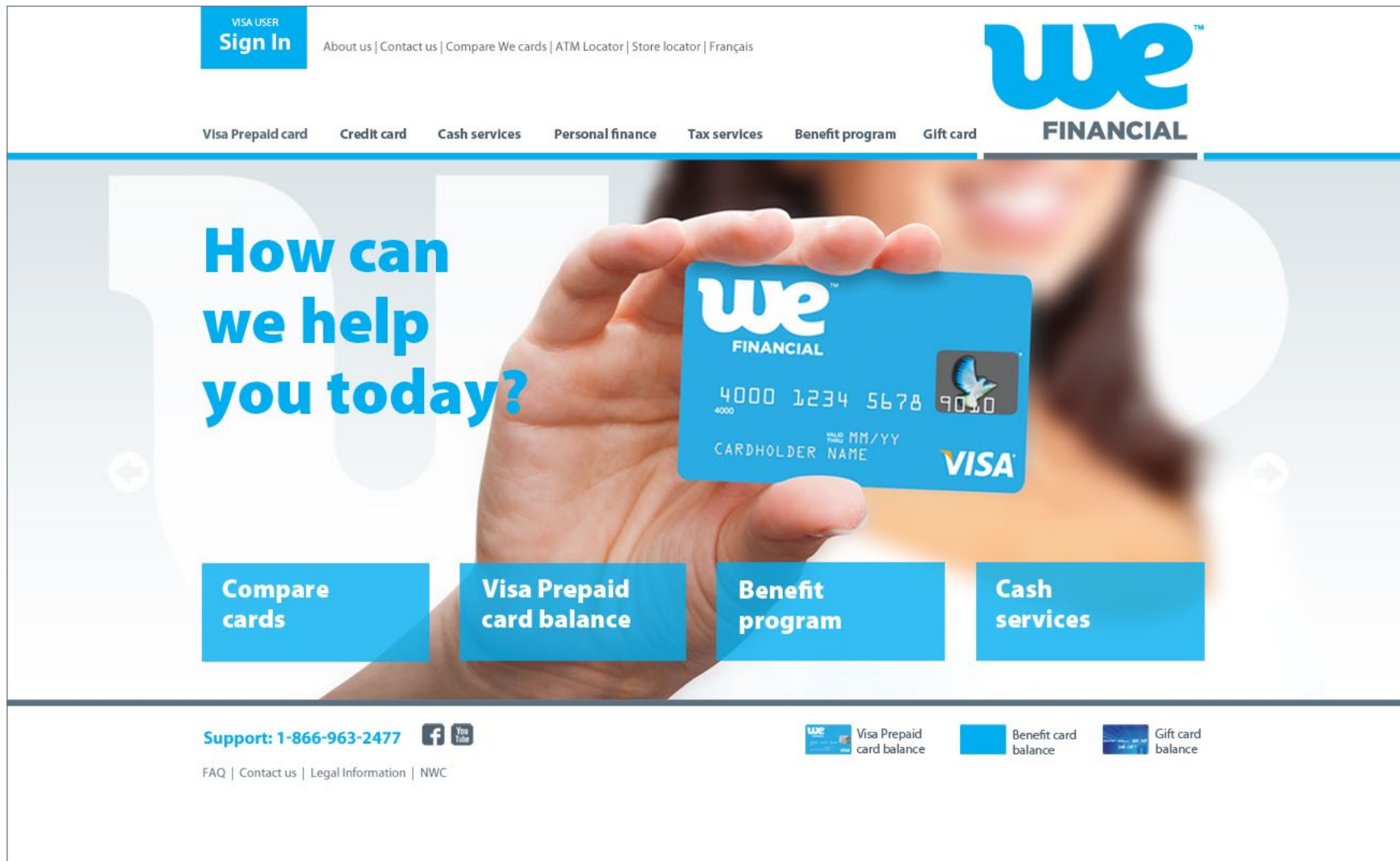


Making it easy.

We Financial Visa Prepaid
card accepted here.

**Website
Handbills
Flyers**

Website



Double-sided handbill or bag stuffer



**Which card?
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- Online and 24/7 phone support

See customer service to get your We card today!

Making it easy.

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we
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**We're here,
where you are.**

**Financial services to meet your needs,
where you need them.**

We Financial is there for you, in your community, at every Northern and NorthMart throughout Canada and select western Giant Tiger stores.

- **We Financial Visa Prepaid**
- **Credit**
- **Tax services**
- **Cash services:**
 - Cheque cashing & issuing
 - Money transfers
 - Bill payments
 - U.S. currency exchange
 - Visa plus ATM where applicable

when you need them.

- We Financial online: www.wefinancial.ca
- We Financial customer service: 1-866-963-2477
- We Financial Visa Prepaid: 24/7, 1-855-887-3964

Making it easy.

Ask us about financial services to meet your needs.

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Staff uniforms



Buttons

- All staff



Vests

Discussion points

- Review garment options
- Looking into who did our Northern NorthMart vests
- 2-3 per store?



Golf Tees

Discussion points

- Review garment options
- All or some store employees?

Giveaways

Hats

Discussion points

- Giveaways



Mouse pads

Option 1 - brand

- Giveaways



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Mouse pads

Option 2 - card

- Giveaways



**On foot or online.
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Other giveaways

- Pens
- T-shirts
- Card sleeves