

ABA

Bank Marketing

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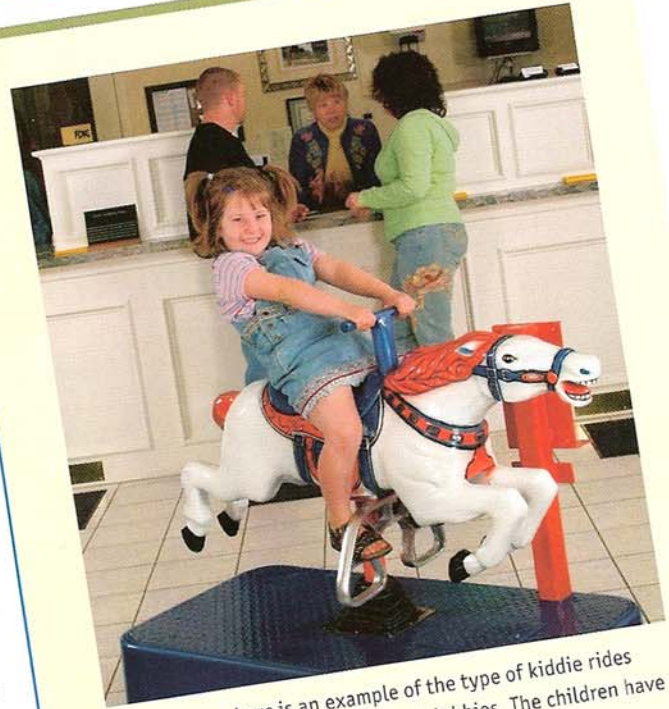
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Giddyap! Kiddie Rides Gallop into the Bank

A kiddie ride in the lobby? It may sound a bit quirky and offbeat for a traditional bank, but some institutions have introduced them as a way to differentiate themselves. Damon Carson, president of Kiddie Rides USA, Denver, says that the company recently customized several stage-coach rides for a major banking institution because it went with the bank's brand image.

"When a theme kiddie ride theme matches a personal passion or corporate image—bingo!" he says. The company offers a variety of rides that feature cars, boats, airplanes or animals. The company can customize rides to accommodate specialized marketing requirements. The mechanical rides can be set up to operate either with coins or tokens. The company claims to offer the widest selection of kiddie rides in the United States. See www.kiddieridesusa.com for more information.



Whoa! Shown here is an example of the type of kiddie rides that are being introduced into bank lobbies. The children have fun while their parents visit the teller.