

PNC Bank Launches Spanish-Language Ad Campaign as Part of Commitment to Hispanic Community

New Ads Increase PNC's Effort to Make Banking More Accessible and Inclusive for Hispanic Business and Personal Banking Customers

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PNC Bank, a member of The PNC Financial Services Group, Inc. (NYSE: PNC), announced today that it will increase its ongoing efforts to reach Hispanic customers with Spanish-language TV and radio commercials to begin airing on June 14 in its New Jersey, Philadelphia and Lehigh Valley markets.

"PNC is working to make our services more accessible and inclusive for our Hispanic customers -- one of the fastest growing population groups in our Eastern markets," said Matthew Carter, PNC senior vice president, Strategic Marketing and Brand Management. "We expect the Hispanic population to grow four times faster than the total population in our service area over the next five years, so it is important for us to reach these customers in a culturally sensitive way."

The Spanish-language campaign is just one step PNC is taking to make banking easier for its Hispanic customers. For the past two years, PNC has operated a toll-free number for Spanish-speaking customers, which now averages more than 11,000 calls per month. In addition, PNC offers Spanish versions of an increasing number of print materials for both personal and business customers; provides foreign language options, including Spanish on most of its 3,600 ATMs nationwide; and continues to add to its existing team of bilingual tellers in the branches with the highest concentration of Hispanic customers. Additionally, PNC recently appointed its first Hispanic segment manager to help tailor services for Hispanic customers.

PNC retained Miami-based MARCA HISPANIC, LLC to help design the advertising campaign, which uses humor to underscore the ease of using PNC's services. The television and radio spots targeting both business and personal banking customers retain the theme "today's opportunity" used in PNC's other advertising campaigns. The television ads will air on Spanish-language stations Telemundo, Univision and radio ads on La Mega in Philadelphia. The ads may run during English-language programs in some markets as well.

"PNC has shown a strong commitment to engage the Hispanic community in culturally relevant terms," said Tony Nieves, president of MARCA. "We were able to develop an advertising program that we believe will truly resonate with Hispanics and demonstrate PNC's ability to meet the needs of this growing market."

The PNC Financial Services Group, Inc., is one of the nation's largest diversified financial services organizations, providing regional community banking, wholesale banking, including corporate banking, real estate finance and asset-based lending; wealth management, asset management and global fund services.

SOURCE: The PNC Financial Services Group, Inc.

CONTACT: Amy Vargo of The PNC Financial Services Group, Inc.,
+1-412-762-1535, or amy.vargo@pnc.com

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