

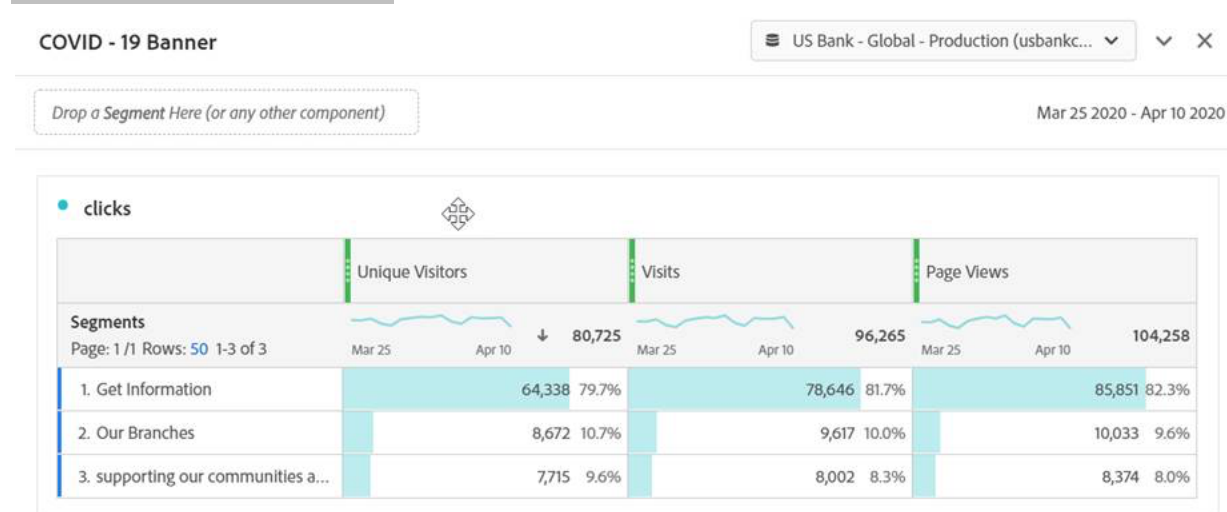


APRIL 10, 2020

CURRENT BANNER:

 We're here to help those affected by COVID-19 (coronavirus). [Get information](#) about relief efforts, actions we are taking in [our branches](#) and how we're [supporting our communities and colleagues](#). 

METRICS FOR BANNER LINKS:



PROPOSAL:

Per [stakeholder's] request, we need to add content to the banner that refers to the CARES Act. Her request was to present a unified message to include the four main components of the CARES Act that are impacting banking: home mortgage deferment, SBA PPP, IRA changes and EIP (aka stimulus checks), so each business line feels represented.

However, trying to fit all of those topics into the banner makes it far too long. Here is the best I could do with it:

- We're here to help those affected by COVID-19 (coronavirus). Get information about our [financial relief efforts](#), including services related to the CARES Act for mortgage assistance, SBA paycheck protection, IRA distributions and stimulus checks.

I have a recommendation for updating the banner more concisely below. I want to call out that both the long (not recommended) and short (recommended) versions of the updated banner delete mentions and links for "our branches" and "supporting our communities and colleagues." I think removing these links is a safe move because 1) they do not get much traffic, see metrics chart above and 2) the branch page is easily findable on the COVID-19 splash page.

Recommended approach for CARES Act banner update

Tactics:

- Update the banner to include a mention of the CARES act.
- Add a section to the COVID-19 splash page that speaks about the CARES Act and all of the products/services we offer related to it.
 - NOTE: I realize that the links presented here for the splash page are duplicates of some of the content found on the rest of the page. I think this is okay given that we are framing up the products/services differently here as they relate to the CARES Act. Users will be able to find the content they need based on the mental model they are in for seeking content: 1) looking for content related to the CARES Act or 2) looking for content about a specific product or service.

BANNER CONTENT:

Affected by COVID-19? Get information about our [financial relief efforts](#), including products and services supporting the CARES Act.

SPLASH PAGE CONTENT

Supporting the CARES Act

In support of the [Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#), U.S. Bank offers several financial relief efforts for individuals and small business owners.

Learn more about:

- [Economic Impact Payments](#) (a.k.a. stimulus checks) <link to EIP page>
- [Mortgage assistance](#) <link to mortgage help page>
- [Auto, boat & RV assistance](#) <link to loan assistance page, TBD>
- [SBA Paycheck Protection Program](#) <link to SBA PPP page>
- [IRA required minimum distribution](#) <link to WM page about CARES Act>