

RBC Royal Bank



Publications as strategic business tools:

- news magazine, community magazine, newspaper inserts
- Deliver financial information and objectives in a clear, user-friendly way
- Publications to be comprehensive, easy to use, inviting and engaging
- Publications to include a feedback mechanism

RBC Royal Bank is Canada's largest company, a leader in financial services. The Royal Bank has many reasons and occasions to communicate with their 10,000+ employees in Ontario.

The Royal Bank views employee publications as strategic business tools and crafts them carefully. They need to be comprehensive, easy to use, and engaging.

Along with the team of writers, photographers and printers, Electra contributes to design and produce publications with award winning results. We're happy when our clients look good.



Photographs by Peter Thompson

