

Success Story



MutualBank

MutualBank has never solely defined itself as a company that provides financial services and products. They are people that use banking as a platform to help their neighbors live better lives.

Client Objective

To develop awareness of MutualBank's 125th anniversary event and build engagement for award nominations for the Independent Community Bankers of America® Marketing Contest.

Solution Strategy

With a blast of activity in the market, MutualBank utilized all available outdoor mediums to maximize reach and frequency.

Outcome

The simple creative and substantial presence delivered strong engagement, surpassing their goal, with over 300 nominations for the award and 450 attendees at the award ceremony.

In Our Client's Words

"We know people respond and see [our outdoor ads]. Often times [we consider it] because we have customers talk about the platform all the time."

- Jaime Faulkner, VP of Marketing