

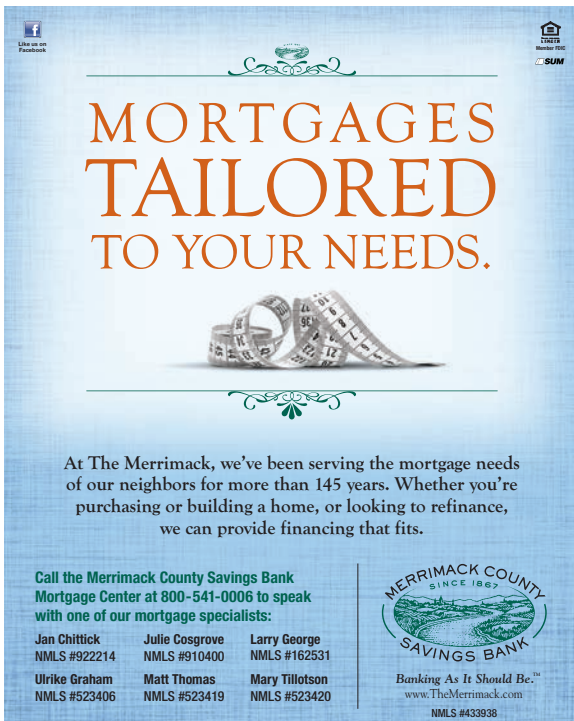
## Merrimack County Savings Bank



### Transforming a Community Bank into a Powerhouse Brand

**Sector:** Financial services – mutual bank

**Elements:** Identity, print advertising, direct marketing, branch posters and displays



Print Ad

A defining characteristic of Creative Co-op is lasting client relationships that champion brands over the long term. Merrimack County Savings Bank was a small, mutually owned community bank when it became a client in 2002; today “The Merrimack” is four times larger with a loan portfolio that has grown tenfold. And our relationship is still going strong.

**Merrimack Style helped a small mutual bank win with retail and business customers.**

### RESULTS

In 2013 a third-party image study on behalf of the bank found:

- High public awareness and positive perceptions consistent with Creative Co-op’s *Merrimack Style* strategy, defining the bank’s brand with a customer-friendly set of values unique to “The Merrimack”
- A significant share of area retail customers citing Merrimack County Savings Bank as their primary bank
- An even higher share of business customers citing the bank as their primary institution, despite intense competition from major commercial banks
- Successful launch of The Business Center at The Merrimack, now the leading business banking service provider in the area

The study’s conclusion: continue the *Merrimack Style* strategies and tactics that have helped Merrimack County Savings Bank achieve leadership in the marketplace.



Posters

Customer-friendly values embodied as *Merrimack Style* define and differentiate the bank in a variety of retail and business materials: ads for retail and business banking products, branch posters and displays, plus identity materials for the launch of a successful business center.

**To learn more about Creative Co-op and our approach to creating distinctive and powerful brand communications for your business, call 603.658.1600.**