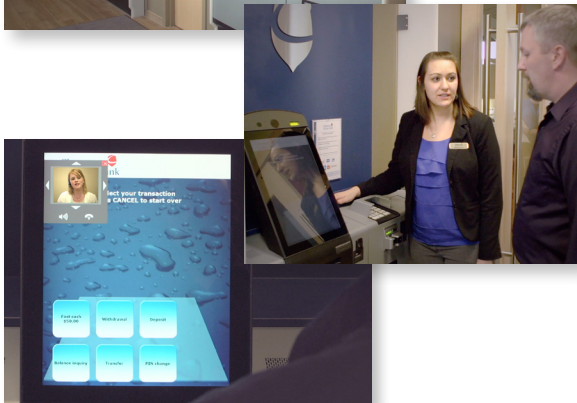


Claremont Savings Bank



Campaign email used a prominent video link to boost click-through rates 385% above the bank's average.



Video was leveraged online, at the branch and on TV to maximize return on investment.

Getting Real Results Promoting “Virtual Tellers”

Sector: Financial services – personal banking

Elements: Video, email, 30-second TV commercial

When Claremont Savings Bank (CSB) planned a new branch with virtual teller machines never seen before in northern New England, bank leaders knew that clearly explaining the technology's benefits would be crucial to a successful opening. They called on Creative Co-op to help drive visits to the new branch and communicate its advantages to area residents.

Email generated a 38.3% click-through rate and nine times more YouTube views than any previous bank video.

THE CREATIVE APPROACH

A sneak preview of the high-tech branch was the quickest way to introduce key features and benefits, making video a strong tactical choice. It also offered immediate synergy with the branch's key feature – the convenience of two-way video banking with local bank professionals.

Creative Co-op's campaign included:

- A two-minute video on CSB's website and YouTube channel
- A grand opening email linking to the video
- A 30-second television commercial
- A closed-captioned video for viewing in other CSB branches

RESULTS

Customers responded beyond CSB's expectations, giving the bank one of the highest performing email campaigns in its history.

- 27.7% email open rate with a 38.3% click-through rate
- More than 1,100 YouTube views in the months following launch, nine times more than the previous high
- A successful grand opening that enhanced CSB's reputation for leading-edge technology and convenience without sacrificing personal service

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