

Optima Bank & Trust



Putting a New Face on a Growing Brand

Sector: Financial services – commercial and personal banking

Elements: Print advertising, digital advertising, direct mail, point-of-sale materials



A locally-owned community bank, Optima Bank & Trust had a unique mission: changing how people think about banking, with a higher level of personal attention and bankers who knew customers by their first names. The bank was growing, but had not run a brand campaign in years. A new platform was needed to raise awareness among personal and business banking prospects.

Uncommon customer commitment was the foundation of an uncommon campaign.



THE CREATIVE APPROACH

Creative Co-op reintroduced Optima Bank through the eyes of its biggest fans – customers. They had great stories of uncommon commitment, resulting in an uncommon testimonial campaign. Every aspect was approached from a fresh perspective.

- Copy focused on customer lifestyles, goals and dreams, establishing a brand voice of personal engagement and interest
- The bank's logo was placed atop ads rather than at the bottom, maximizing brand visibility and recall
- Black & white portraits and a limited color palette created an elegant look for immediate recognition

Customer testimonials gave Optima Bank a fresh face, with content structured to maximize brand awareness.

RESULTS

Optima Bank's campaign validated its commitment to changing how people think about banking, while attracting new prospects. The bank also gained a more flexible platform for staying top-of-mind in its marketplace, using Creative Co-op's design to communicate product promotions, rates, business services, community outreach and more.



Story-driven Facebook posts generated new followers and new traffic for the Optima Bank website.

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