

# 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

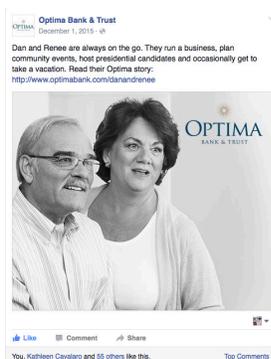
Creative Co-op reintroduced Optima Bank through the eyes of its biggest fans – customers. They had great stories of uncommon commitment, resulting in an uncommon testimonial campaign. Every aspect was approached from a fresh perspective.

- 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.