

Arundel Federal Savings – Wealth Builder IRA and Mortgage

Situation Since 1906, Arundel Federal Savings Bank has been serving consumers and businesses in the Anne Arundel County area. Arundel Federal offers a variety of savings, investment and loan products. To help generate deposits and loans, Channel was tasked with developing programs for the Wealth Builder IRA and home mortgage products.

Solution Wealth Builder

The Wealth Builder product was created for younger adults who are looking to invest in their future. The rate being offered was competitive for the market. Arundel Federal felt that investors would live or work within a short distance of a branch location. Based on the younger, millennial audience, Channel developed an online and direct-to-consumer program to generate awareness and deposits. Advertising was geo-targeted around the six retail branches. Tactical elements included:

- Wealth Builder branded logo
- 30- and 15-second Pandora online radio
- Animated online banner ads
- Facebook posts and boosts
- Two 6"x9" postcards
- A companion landing page - www.afswealthbuilder.com

Mortgage Made Personal

Given the competitive nature of the mortgage industry (where rates are everything), the Channel team developed a campaign to focus on the overall experience and dedication of the mortgage team. Arundel Federal is not a cookie-cutter lender. They look at each applicant individually and try to find the right loan product. The "Mortgage Made Personal" campaign educated consumers on the benefits that each member of the lending team offers. The effort included the following tactical elements:

- Mortgage Made Personal Banded Campaign
- 30- and 15-second market-wide radio
- Quarter page and front page strip ads

- Front page newspaper post-it note
- Animated online banner ads
- Facebook posts and boosts
- A companion landing page - www.mortgagemadepersonal.com
- Long and short format videos delivered by members of the mortgage lending team. Each person spoke on the benefits of Arundel Federal services.

Result

This advertising has been successful in helping differentiate Arundel Federal from the competition, while generating new deposits and loans. Hits to each respective landing page were strong and social interaction continued to grow.



Take your savings to
a new level.

It's never too soon to start saving more for your long-term future. The Arundel Federal Savings Wealth Builder IRA makes it easy to enjoy a wide range of savings benefits:

- Earn higher rates than a savings account
- Grow your money without being locked in a time deposit
- Enjoy interest rates that increase as your account balance grows
- Start building your wealth with only \$50

To learn more about how a Wealth Builder IRA can help you achieve greater financial security, visit AFSWealthBuilder.com or visit your nearest branch today.

ARUNDEL FEDERAL SAVINGS BANK
655 Coak Highway S. • Glen Burnie, MD 21061

Presort Standard
U.S. Postage
PAID
Permit No. 5855
Westminster, MD

Member
FDIC


- *Facebook pay-per-click ad
- *Facebook boosted ads
- *GIF banner ads

Ad Preview 1 of 1 Ad

Desktop News Feed 1 of 10

Arundel Federal Savings Bank Sponsored · Like Page


It's never too soon to start saving more for your long-term future. The Wealth Builder IRA makes it easy to enjoy a wide range of savings benefits:



THE Wealth Builder IRA

Arundel Federal Savings Bank

AFSWEALTHBUILDER.COM Learn More



THE Wealth Builder IRA

"It's a way to save that fits my needs now *and in the future.*"

Member FDIC

ARUNDEL FEDERAL SAVINGS BANK

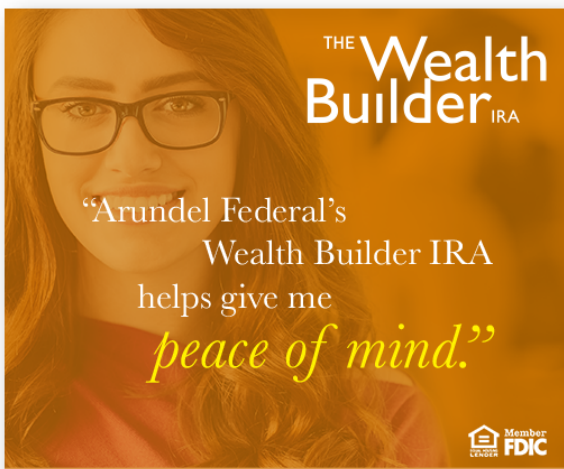


THE Wealth Builder IRA

"It's a long-term savings plan that helps me *achieve my goals.*"

Member FDIC

ARUNDEL FEDERAL SAVINGS BANK




THE Wealth Builder IRA

"Arundel Federal's Wealth Builder IRA helps give me *peace of mind.*"

Member FDIC

ARUNDEL FEDERAL SAVINGS BANK

- *sticky
- *print ads
- *strip ads

NMLS #1079383

Welcome

I'm Stephanie Fountain and I'm an Arundel Federal Loan Originator. Whether you're looking to qualify for or refinance a mortgage, I'm here to serve you.

Call me at 410-787-3851 or visit mortgagemadepersonal.com

ARUNDEL FEDERAL SAVINGS BANK MortgageMadePersonal.com



NMLS #758386


Welcome

Hello-my name's Van Mills.

While my title is Loan Originator at Arundel Federal, my job is to make your home financing experience as easy and hassle-free as possible.

Call me at 410-787-3847 or visit mortgagemadepersonal.com

ARUNDEL FEDERAL SAVINGS BANK MortgageMadePersonal.com




NMLS #758571

You can count on me for personal service and expert advice on your home mortgage. I'm Joann Shipley and I welcome an opportunity to help you today.

Call me at 410-863-7052

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MortgageMadePersonal.com



I'm Dave Costello, President of Arundel Federal. When it comes to helping you purchase a home, we're with you every step of the way.

Call me at 410-768-7800

ARUNDEL FEDERAL SAVINGS BANK

MortgageMadePersonal.com

- *video spot
- *Facebook pay-per-click ad
- *Pandora ad
- *Facebook infographic



Ad Preview 1 of 1 Ad

Desktop News Feed 3 of 10

Arundel Federal Savings Bank
Sponsored · Like Page

We know a home is one of the biggest purchases of your life and we're with you every step of the way.

Mortgage Made Personal
Arundel Federal Savings Bank
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Learn More

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