Bank Annapolis—New Branch Opening Campaign

Situation

BankAnnapolis initiated a plan to open a new branch in Maryland. The new branch situated in Waugh Chappell Towne Centre was slated to open in the Spring 2013. The leadership of the Bank wanted to have a successful branch launch and to build immediate awareness within the Waugh Chappell community. As their agency of record, Channel helped devise a marketing communications plan to promote the opening. The Channel team as a lot of experience opening new centers and we were able to bring this strategy to BankAnnapolis.

Solution

Channel devised an integrated plan capitalizing on BankAnnapolis' unique brand identity. The concept theme for the campaign of "There's a New Cat in Town" was both memorable and playful. We implemented a variety or tactics to garner awareness and attract business. Two main tactics to build awareness were print ads and direct mail. Additionally, we developed a campaign-landing page for people to find out more and to take advantage of some special offers.

Next, we coordinated a second direct mail effort inviting VIPs from the community and key business people to come to an event at the branch. A 4pm-6pm meet and greet with light appetizers and drinks to meet the WFB branch manager and team.

Finally, we developed a blitz "Bagel Box" to help garner new business meetings. We designed a branded box that can hold a dozen bagels and cream cheese. This box was designed be used, by bank sales personnel, as an icebreaker when they visit businesses in the immediate trade area to garner a meeting and introduction to WFB products and services.

Another piece we developed for the new branch was an interior wall mural. Waugh Chappell has some interesting history. We wanted to show the community BankAnnapolis' interest and involvement in the community. We develop a large entrance wall mural combining historical aspects with the branch manager and business executives.

Result

The new branch opening campaign was very successful. Within a few weeks of the campaign launch there was significant brand awareness within the community. The consumer advertising and direct mail, (along with a generous CD rate offer), had immediate results with new deposits. The VIP event was well attended and created buzz around town. And, the bagel box was a big hit with the B2B business executives. They were met with warm enthusiasm when they personally delivered them to small businesses in the community. Many small businesses welcomed the executives to call on them in the future to set up meeting and talk about services.

- print ads
- direct mail
- landing page

- b2b bagel box meeting opener
- open house give away

BankEasy. BankLocal.
Left: Jay Baldwin
Reliable Contracting Co. Inc.
BankAnnapolis Board of Directors
Center: Michael McHale
Hospice of the Chesapeake
BankAnnapolis Board of Directors
Right: Tracy Smith
BankAnnapolis
Waugh Chapel Branch Manager