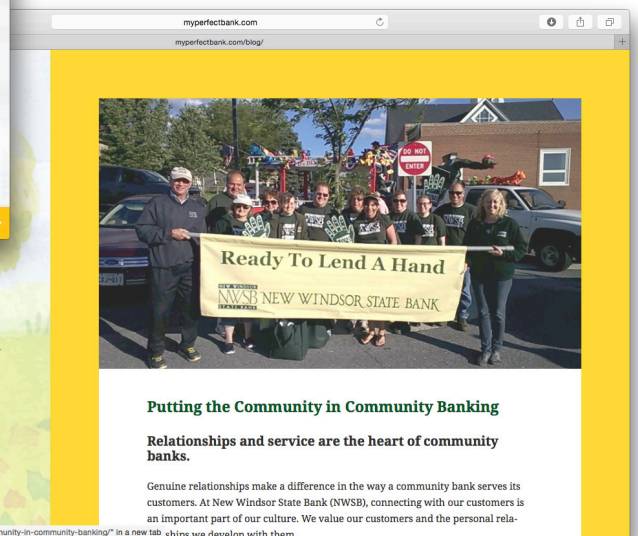
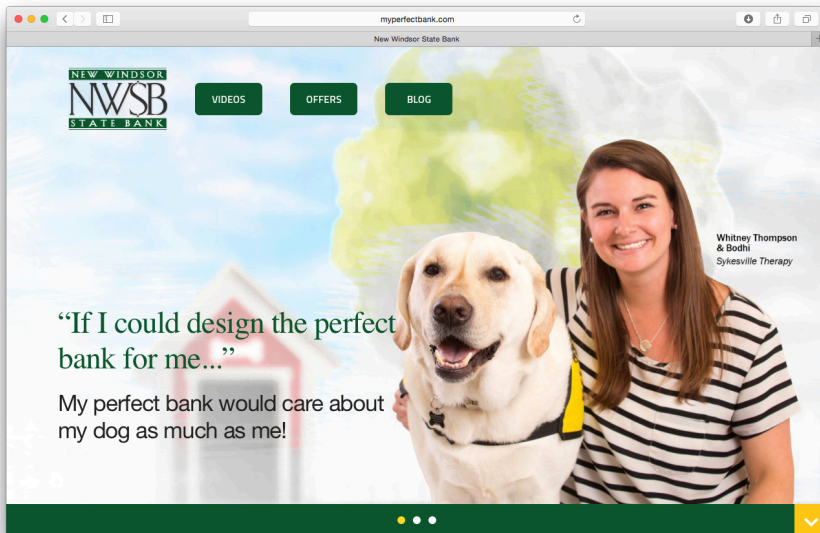


New Windsor State Bank – Eldersburg Branch Campaign

- Situation** New Windsor State Bank (NWSB) is Carroll County's only locally owned full-service community bank that has been operating for over 80 years, with a legacy of more than 150 years. NWSB is active in the community and sponsors events such as the annual parade, provides financial support for education, and makes generous contributions to a variety of area concerns.
- The new branch in Eldersburg recently opened and is in need of promotion.
- NWSB was seeking an agency that could understand their legacy and desire to grow, and that could develop marketing collateral to help achieve success and deliver results. NWSB wanted to increase deposit accounts, lending opportunities and lines of credit for local businesses, in addition to ongoing personal deposit accounts, home mortgages and home equity loans. Channel partnered with New Windsor State Bank in 2016 to develop a campaign to help this effort.
- Solution** We want targeted businesses to take an interest in NWSB and initiate contact with the Eldersburg branch. As a first step in understanding the NWSB brand, our team conducted interviews with bank employees and local business owners. These findings helped Channel develop creative ideas and high level messaging for the campaign.
- Competitor bank marketing is too predictable and formulaic. We wanted to achieve a tone that is crisp and compelling. We targeted business owners who feel disenfranchised from their current banks while also gaining some share of mind among consumer customers, too. We wanted our tone to convey the reality that NWSB 'gets' you. They understand your business needs. And they are real people – not stuffed shirts or empty suits. They live and breathe in your neighborhood, right here, not in some ivory tower.
- Channel developed a campaign centered on the concept of "My Perfect Bank." Three local business owners were filmed in their fields and at the bank, describing how NWSB is the perfect bank for them and their needs. The materials that followed were newspaper and magazine ads, digital banner ads, pay per click, social tactics, content marketing, and a high-impact direct mail piece.
- Result** "My Perfect Bank" campaign launched in July 2016. Results are too early to report but the bank is extremely pleased with the look and feel.

- Videos
- myperfectbank.com
- Newspaper Sticky
- Print Ads



NEW WINDSOR STATE BANK...Perfect for Whitney & Bodhi.

Perfect loans for your business.

Business Loans: NO application fee and NO bank origination fee (up to \$5,000). Low-interest, up to 10-year fixed rate and 25-year amortization.*

NEW WINDSOR STATE BANK 1708 Liberty Road
Eldersburg, MD 21784
443-280-6306

MyPerfectBank.com

*Certain restrictions apply. Loan customer must maintain an operating account during the term of this loan. If the checking account closes, loan rate may escalate. Operating account must be opened within 90 days of loan closing date. Offer expires October 1, 2016. MEMBER FDIC

"If I could design the perfect bank for me..."

MY PERFECT BANK WOULD...

offer **The Perfect Commercial Real Estate Loan:** For owner-occupants, NO application fee and NO bank origination fee (up to \$5,000). Low-interest, up to 10-year fixed rate and 25-year amortization.*

Visit **MyPerfectBank.com** to watch John's story and see more offers for business owners.

NEW WINDSOR STATE BANK 1708 Liberty Road | Eldersburg, MD 21784 | 443-280-6306 | **MyPerfectBank.com**

Your Hometown Convenience Bank

Convenient locations throughout Carroll County, including our newest branch in Eldersburg - just across Liberty Road from the Walmart Supercenter.

*Certain restrictions apply. Loan customer must maintain an operating account during the term of the loan. If the checking account closes, loan rate may escalate. Operating account must be opened within 90 days of loan closing date. Offer expires October 1, 2016. MEMBER FDIC

- Print Ads
- High Impact Direct Mail

“If I could design the perfect bank for me...”



Whitney Thompson
& Bodi
Quintessence Therapy

MY PERFECT BANK WOULD...
offer The Perfect Business Line of credit. NO application fee or annual fees.*

Visit MyPerfectBank.com to watch Whitney's story and see more offers for business owners.

NEW WINDSOR NW/SB STATE BANK
1708 Liberty Road | Eldersburg, MD 21784 | 443-280-6306 | MyPerfectBank.com
Your Hometown Convenience Bank
Convenient locations throughout Carroll County, including our newest branch in Eldersburg - just across Liberty Road from the Wal-Mart Supercenter.

*Variable conditions apply. Loan conditions must comply with applicable laws. See the terms of the loan. If the checking account closes, loan will may terminate. Escrowed amount must be earned within 90 days of loan closing date. Offer expires October 3, 2015. #M00018-0001

“If I could design the perfect bank for me...”



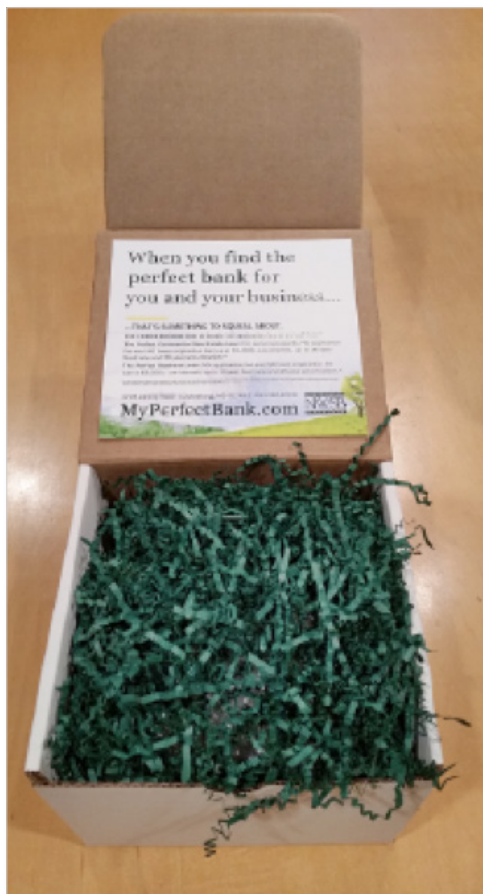
Seth Shipley
Shipley's Fine Jewelry

MY PERFECT BANK WOULD...
offer The Perfect Business Loan: NO application fee and NO bank origination fee (up to \$5,000). Low-interest, up to 10-year fixed rate and 25-year amortization.*

Visit MyPerfectBank.com to watch Seth's story and see more offers for business owners.

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When you find the perfect bank for you and your business...

...THAT'S SOMETHING TO SQUEAL ABOUT.

The Perfect Business Line of Credit: NO application fee or annual fees.*

The Perfect Commercial Real Estate Loan: For owner-occupants, NO application fee and NO bank origination fee (up to \$5,000). Low-interest, up to 10-year fixed rate and 25-year amortization.*

The Perfect Business Loan: NO application fee and NO bank origination fee (up to \$5,000). Low-interest, up to 10-year fixed rate and 25-year amortization.*

1708 Liberty Road | Eldersburg, MD 21784 | 443-280-6306
MyPerfectBank.com **NW/SB STATE BANK**

NEW WINDSOR NW/SB STATE BANK

Perfect for you.

MyPerfectBank.com

