

Integrated Marketing Campaign for First Bank

Just Cent It.

THE SITUATION

Through its incredible, technology-led products and services, First Bank has become the fastest growing community bank in the southeast. With a "we can do anything you can do better" attitude, the bank decided to develop and launch its own money transfer service to allow First Bank customers to quickly and easily send or receive funds from anyone in the world right inside the First Bank App. The service can be used for an incredibly wide range of situations, so we needed a campaign that allowed those use cases to shine.

THE SOLUTION

After naming the service "Cent," we created and rolled out a multi-channel marketing campaign featuring a series of humorous and relatable fake text messaging conversations dramatizing the reasons why one might use Cent. With graphics and a digital experience we were able to announce the free service to First Bank customers and talk about the features in a witty in-branch and digital experience.



Microsite

The campaign leveraged a microsite, including a #centwith campaign that drove social media engagement and allowed the bank to engage directly with consumers about the service. View at localfirstbank.com/cent.



Print Materials

Traditional print materials included in-branch marketing materials and campaign wearables for First Bank staff.



Web and Social Media

Social posts and paid ads across multiple platforms captivated interest in the new service linked to the microsite where consumers could take a closer look at how Cent works.

