

**First Bank
Triad
Campaign**



FIRST BANK TRIAD CAMPAIGN



The collage consists of numerous overlapping promotional cards and banners. The cards are arranged in a grid-like fashion, with some overlapping others. The overall theme is 'Inspiring the Carolinas. Starting with you.' and 'Member FDIC'. The cards feature various headlines and offers:

- ORIGINAL.** At First Bank, we believe entrepreneurs need a like-minded entrepreneurial bank. That's why we're swift with our decisions and take pride in saying yes. See What We Offer. Member FDIC.
- INSPIRED.** That's how we want our customers to feel. And, why our branches offer a thoughtful, well-designed and personal experience. Stop by for a Tour. Member FDIC.
- EASY.** At First Bank, we believe entrepreneurs need a like-minded entrepreneurial bank. That's why we're swift with our decisions and take pride in saying yes. See What We Offer. Member FDIC.
- OPEN.** We open doors for customers like you, even the doors to your dream home. How? With multiple mortgage options, designed to fit your needs. Browse Your Options. Member FDIC.
- HAPPY.** First Bank's goal is to provide customized financial services. For our customers that means personal service, plus all of the extras. See What We Offer. Member FDIC.
- ZERO.** Our business rewards credit card boosts your cash flow with 0% APR for the first six months and \$0 transfer fees. Get the Details. Member FDIC.
- OPEN. SPEND. EARN.** Get 1000 bonus points when you open a new First Bank checking account. Get the Details. Member FDIC.
- AT WORK.** 1000 bonus points when you open a new First Bank business checking account. Get the Details. Use code 1000. Member FDIC.
- INSPIRED.** That's how we want our customers to feel. That's why we're swift with our decisions. And why our branches offer a thoughtful, well-designed and personal experience. Stop by for a Tour. Member FDIC.
- OP EN.** We open doors for customers like you, even the doors to your dream home. How? With multiple mortgage options, designed to fit your needs. Browse Your Options. Member FDIC.
- AT WORK.** 1000 bonus points when you open a new First Bank business checking account. Get the Details. Use code 1000. Member FDIC.
- OPEN.** We open doors for customers like you, even the doors to your dream home. How? With multiple mortgage options, designed to fit your needs. Browse Your Options. Member FDIC.
- ORIGINAL.** At First Bank, we believe you know you and where you want to go next. Our low-cost Home Equity Line of Credit can help you land there. See How it Works. Member FDIC.
- EASY.** At First Bank, we believe entrepreneurs need a like-minded entrepreneurial bank. That's why we're swift with our decisions and take pride in saying yes. See What We Offer. Member FDIC.
- ZERO.** Our rewards credit card helps you pay down debt with 0% APR for the first six months and \$0 transfer fees. Get the Details. Member FDIC.
- HAPPY.** First Bank's goal is to provide customized financial services. For our customers that means personal service, plus all of the extras. See What We Offer. Member FDIC.
- ORIGINAL.** At First Bank, we believe you know you and where you want to go next. Our low-cost Home Equity Line of Credit can help you land there. See How it Works. Member FDIC.
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Media & Marketing

HBR: How Netflix expanded to 190 countries in 7 years

Email Share (Facebook) Share (LinkedIn) Tweet (Twitter) Save Print Order Reprints



FIRST BANK TRIAD CAMPAIGN



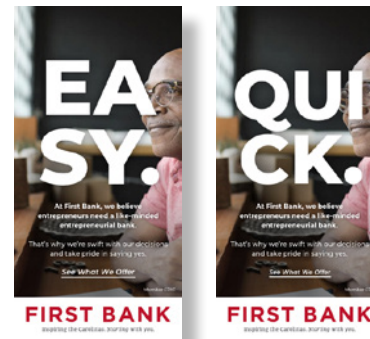
TRIAD PHASE 1

TRIAD PHASE 1 (OPTIMIZED)



TRIAD PHASE 1

TRIAD PHASE 1 (OPTIMIZED)





FIRST BANK

Inspiring North Carolina.

STARTING WITH YOU.

No one knows your business like you do. So we've created innovative tools and services to help you manage your business finances with ease.

Tools you can use.

We don't do one-size-fits-all. At First Bank, we consider the needs of businesses, large and small, to create our lineup of products and services.

- Business Banking
- Merchant Services
- Business Loans
- Cash Management
- Business Credit Card
- Our Locations

JACKET

FIRST BANK

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- Business Banking
- Business Loans
- Business Credit Card
- Merchant Services
- Cash Management
- Our Locations

READY TO SEE BANKING DIFFERENTLY?

Talk to a **First Bank Business** business expert →

Visit the **First Bank** website →

First Bank has spoiled me. You'd think every bank is that way, but they're not.

FIRST BANK COMMERCIAL CUSTOMER

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FIRST BANK

Inspiring The Carolinas.

STARTING WITH YOU.

If you're ready to take the next step toward financial wellness, we're ready to help with customized financial services and personal support.

What you can do:

- Personal Banking
- HELOC
- Auto & Boat Loans
- Personal Credit Cards
- Mortgage Options
- Our Locations

BANKING DIFFERENTLY?

Talk to a **First Bank personal** business expert →

Visit the **First Bank** website →

It's just a very personal feel. I can't walk into any other bank and feel the same way.

FIRST BANK RETAIL CUSTOMER

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FIRST BANK

Earn 1000 POINTS

Open a new First Bank checking account and earn 1000 rewards points, just for that!

READY TO START EARNING POINTS?

Find out how it works and why →

Talk to a **First Bank expert** →

How it works.

- Open an account**
Open a new First Bank checking account and earn 1000 rewards points, just for that!
- Activate your card**
Data you provide your card and activate it. You'll receive 1000 rewards points, just for that!
- Redeem your points**
Use your rewards points to get a \$100 gift card or other rewards.

Finding the perfect account for you or your business.

Personal Checking

- ✓ Earn rewards on every debit purchase
- ✓ Free ATM service
- ✓ Free mobile banking
- ✓ Free online banking

Business Checking

- ✓ Earn rewards on every debit purchase
- ✓ Free ATM service
- ✓ Free mobile banking
- ✓ Free online banking

Ready to get started?

Start by your local branch. Or open an account today.

Talk to a **First Bank expert** →

Visit the **First Bank** website →

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FIRST BANK

The power of ZERO

Get a \$100 gift card and 1000 rewards points when you open a new First Bank checking account and activate your First Bank Rewards Card. Earn 1000 rewards points just for that!

READY TO GET A ZERO?

Find out how it works and why →

Talk to a **First Bank expert** →

Ways you'll benefit.

- Zero percent APR**
Enjoy 0% APR on new purchases for 12 months. No annual fee.
- \$0 balance transfer**
Transfer up to \$10,000 from other credit cards. No annual fee.
- Rewards for purchases**
Earn 1000 rewards points for every \$100 you spend. Redeem for a \$100 gift card.

Explore our card options.

A card for you.

- ✓ Earn rewards on every debit purchase
- ✓ Free ATM service
- ✓ Free mobile banking
- ✓ Free online banking

A card for your business.

- ✓ Earn rewards on every debit purchase
- ✓ Free ATM service
- ✓ Free mobile banking
- ✓ Free online banking

Want an additional triple-point bonus?

Open a new First Bank checking account by December 31st and activate your First Bank Rewards Card.

Ready to get started?

Start by your local branch. Or open an account today.

Talk to a **First Bank expert** →

Visit the **First Bank** website →

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Tools you can use.

We have a wide range of options designed to meet your


Personal
Banking


HELOC


Auto &
Boat Loans

