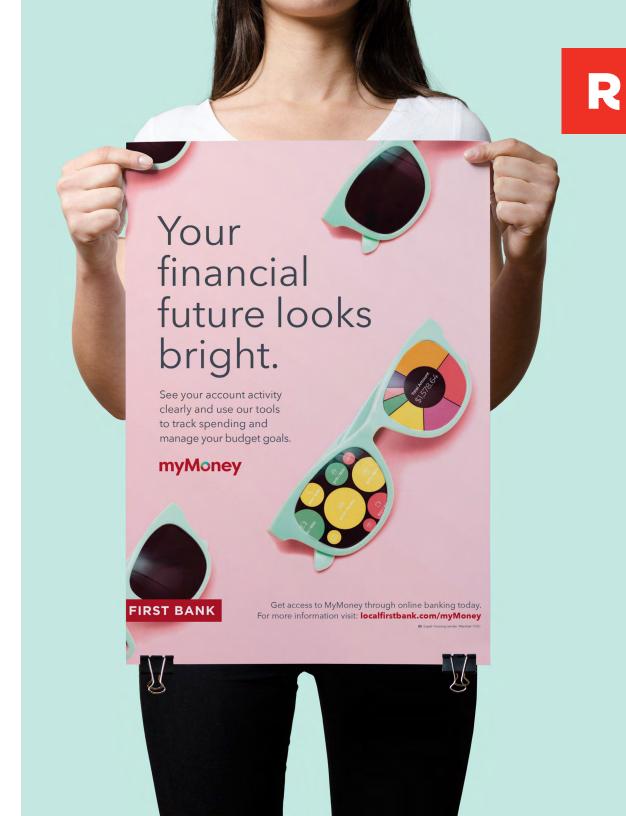
## **RIVERS**

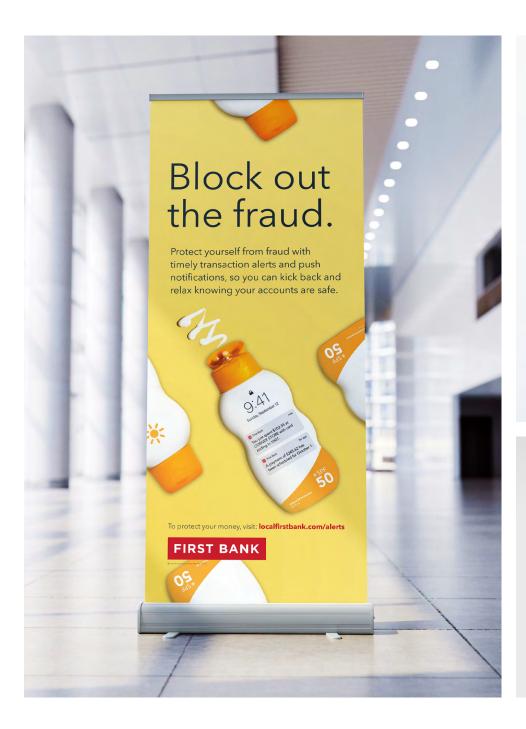
Rivers Agency 601 West Rosemary Street, Ste 108 Chapel Hill, NC 27516 919-932-9985 Riversagency.com

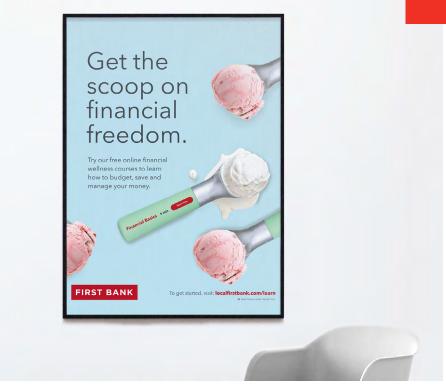


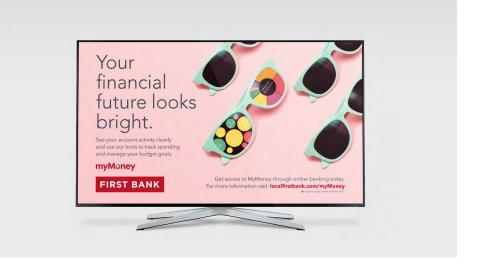
## **The Project**

With many people staying home this summer while others hit the road, First Bank capitalized on the moment to advertise its online banking service that allows customers to bank from anywhere. Ads featuring summer staples like sunglasses, ice cream scoops and sunscreen reinforced the online services' capabilities, financial literacy components and security features. The campaign promoted these benefits across the First Bank website, in branches and on digital ads.







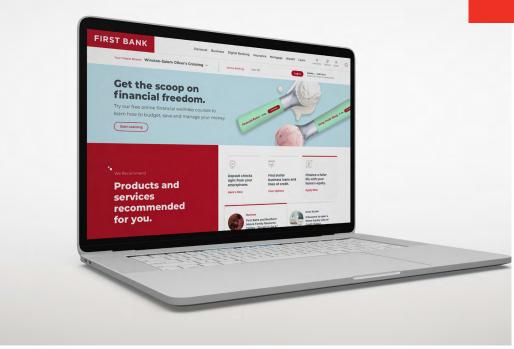


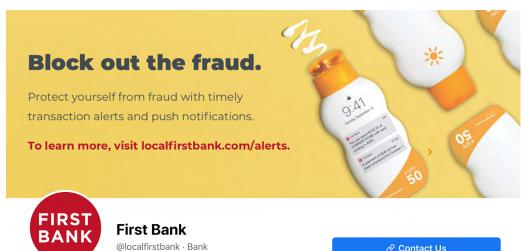












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