



TESTIMONIAL



COMMUNITY BANKING IN NUMBERS

“Cashing In With Outdoor”

THE PROBLEM:

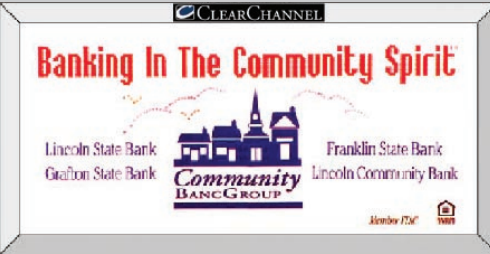
The Merchants & Manufacturers BanCorp is the holding company for four community banks in Southeastern Wisconsin. The goal was to increase awareness of the four banks, as well as their connection to one another. Each bank has its own name and it is not clear to non-customers that there are 12 locations at which to conduct transactions, as opposed to three or four that they would associate with each bank individually.

THE PLAN:

In order to help clients identify the banks that were available for them to use, a single name and symbol was developed that would enable the corporation to promote their member banks as a “Community BancGroup.” The “Banking in the Community Spirit” title was chosen for the entire campaign, which included multiple media executions in outdoor advertising, newspaper and radio. Clear Channel Outdoor developed a three month rotary campaign with locations targeting major thoroughfares that were located near all of the bank locations.

THE RESULTS:

Community BancGroup was extremely pleased with the results of the program. Customers and employees reacted positively to the outdoor advertising campaign, which was a first for the corporation. The response was especially positive among the group’s board of directors, who received numerous compliments from customers and corporate contacts alike.



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