

## **"It's Not Just Banking. It's PointBanking!" Campaign**

The "It's Not Just Banking. It's PointBanking!" campaign was launched with clear, well-defined objectives: to differentiate PointBank in the commodity-driven banking industry by highlighting our unique strengths, such as local presence, personalized service, and community trust, and to establish "PointBanking" as a synonymous term for premier, above-and-beyond banking. Additional goals included increasing brand awareness, driving customer engagement, and new customer acquisition by boosting referrals in a highly competitive market. These objectives were strategically crafted to address the challenge of standing out in an industry where products and services are often perceived as interchangeable, ensuring PointBank's distinct value proposition was front and center.

The campaign successfully achieved its objectives, transforming PointBank's brand perception and market position. Within months, "PointBanking" became a recognized term for exceptional banking, as evidenced by community members completing the phrase "It's not just banking" with "It's PointBanking!" at networking events. Brand awareness surged, with the campaign's jingle creating an earworm effect that kept PointBank top-of-mind. The PointBanking Family Program, a referral initiative tied to the campaign, drove a 25% increase in new customer sign-ups, surpassing our target of 15%. Furthermore, an independent, third-party survey recently ranked PointBank as the highest community bank in the county for brand awareness, validating the campaign's success in elevating visibility and strengthening community recognition. These outcomes demonstrate the campaign's success in meeting and exceeding its goals.

The campaign followed a strategic rollout to ensure maximum impact and cohesion. First, development began with the creation of the "PointBanking" logo and the memorable jingle—two foundational brand assets designed to establish identity and recall. Second, the team produced a suite of print and video materials featuring strong customer testimonials and real staff, all designed to communicate authenticity and personalized service. Video production was completed in-house, enabling greater creative control and brand alignment. Third, the campaign extended into the community with a grassroots focus: staff wore branded team polos at networking events, and PointBank sponsored local school t-shirts emblazoned with the campaign message, amplifying visibility in high-trust, high-traffic environments. At the same time, we secured PointBanking.com, which redirects to our main site, and PointBankingFamily.com, dedicated to the referral program—further reinforcing brand consistency and campaign accessibility online. Finally, the rollout of the PointBanking Family Program served as the campaign's activation engine—turning awareness into action by encouraging customers to refer friends and family, further spreading the PointBanking message through trusted, word-of-mouth channels.

The campaign was executed with a high level of polish and creativity, ensuring a professional and impactful presentation across all channels. The custom "PointBanking" logo was seamlessly integrated into all materials, from staff polos to mousepads, creating a visually cohesive brand experience. Print ads were clean and modern, featuring real staff members to humanize the message, while testimonial videos were professionally produced with the jingle providing a memorable auditory hook. The jingle itself was professionally recorded, ensuring high audio quality that enhanced its earworm effect. Every touchpoint, from merchandise to community engagement, was designed to reflect PointBank's commitment to excellence, delivering a polished and unified campaign that captured attention and inspired action.

The "It's Not Just Banking. It's PointBanking!" campaign exemplifies marketing excellence by achieving its objectives with a well-defined focus, delivering measurable effectiveness, and presenting a polished, creative execution. By transforming a commodity service into a differentiated, memorable experience, PointBank has not only strengthened its market position but also created a lasting brand legacy. We are proud to submit this campaign for consideration, confident that it meets the highest standards of marketing innovation and impact.