

CASE STUDY: Boiling Springs Savings Bank

CHALLENGE

Boiling Springs, a small community bank with 11 branches in Northern New Jersey, was feeling the pressure of big out-of-state banks competing in their markets and called on us.

SOLUTION

We conducted focus group research, which showed us that many consumers were tired of the impersonal service they received from the “big” banks. Also we found, Boiling Springs often offered better rates on CDs and Money Market Accounts. We used Boiling Springs’ smallness and strength as a plus and developed a strong positioning line, “Come Home to Better Banking” and a light-hearted friendly, illustrative approach to differentiate the brand in all communications – TV, print, and point-of-banking literature.

RESULTS

Since the campaign kicked off in 2006, the bank has improved its image with advertising, in-bank signage and bank literature.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



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