



“You look like that famous supermodel.”

CLIENT

First National Bank of Northern California

INDUSTRY

Banking



Using positivity to positively introduce an established bank to a new neighborhood.

Situation

When longtime Bay Area institution, First National Bank of Northern California (FNBNC) decided to open a branch in San Francisco's trendy Marina neighborhood – at the corner of Chestnut and Pierce Streets – it called on longtime marketing partner, Belding Associates, to help introduce it and the bank's rich history to its new neighbors.

Challenge

Anyone who's ever been to the Marina area knows it's full of trendy restaurants, shops and people. Anyone who hasn't, now does. Belding Associates' challenge was to introduce a bank that has been very successfully – but fairly quietly – operating since 1963.

In addition to raising awareness of the bank, Belding Associates had to establish it as different and better than the two high-profile national banks sitting directly across and from FNBNC's new home. So how did we help this little fish make a big splash in the land of Uggs and skinny lattes? Positively, of course.

Solution

Two months prior to the branch opening, Belding Associates launched a blind tease campaign (with no branding or indication of the type of business featuring a variety of positive statements. Our strategy behind this glass-half-full campaign was to build excitement among Marina visitors, residents and neighboring merchants regarding what would fill this vacant space. The execution literally reflected FNBNC's positioning as a bank that was well established, catered to local businesses and residents, and was here to serve their financial needs for the long haul.





Execution

- **Branch Signage** – We wrapped the branch-to-be’s windows with reflective silver plastic (resembling a mirror) featuring positive and complimentary statements addressed to passersby. Above, we placed signs reading, “Something positive is coming to the neighborhood.”
- **Direct Mail** – Targeted to local residents and businesses, further driving awareness of the “mystery business” and increasing intrigue and excitement for what was to come.
- **Facebook Page** – A couple weeks after installing the branch wrap and signage, we created a Facebook page and added the link to the branch signage. Numerous people followed and liked the page.
- **Web Banners** – Placed on SF Gate linking to the Facebook page.



Results

As construction workers behind the wrap raced to complete the bank’s interior, passersby would stop to read the flattering remarks and occasionally poked their heads in to ask what was going into the space. (Of course, no one ever revealed the secret.) The shining execution even earned its own Facebook page, gaining numerous curious friends and followers.

On launch, we removed the silver wrap and replaced it with actual bank signage, finally revealing to everyone the bank behind the kind words. Additionally, FNBNC’s CEO visited several surrounding merchants, introducing himself, handing out free \$2 bills and inviting people to enter a giveaway for a free iPad for stopping by the new branch.

Judging by the steady stream of new customers and friendly neighbors popping in to say hi and share their positive feedback, we’re calling the campaign a great success.

Learn More

Discover how Belding Associates can positively contribute to your next successful marketing campaign.

415.575.9800

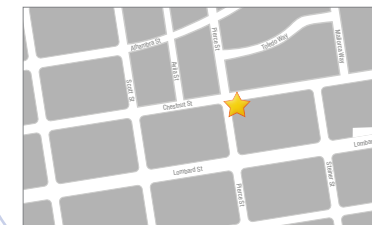
www.belding.com

You are simply glowing

Isn't it nice to hear something positive?

We think so too. That's why we're so excited to tell you something great is coming soon to the corner of Chestnut and Pierce Streets. We'll be swinging open our doors April 2011 and hope you'll stop by.

Have a great day and see you soon!



2197 CHESTNUT STREET
SAN FRANCISCO, CA 94123

<<First Name>>

<<Company>>

<<Address 1>>

<<Address 2>>

San Francisco, CA