

## Print Ads

**I moved to a bank that treats me like a neighbor.**

At Keystone, you'll find a very different experience from what you get at the national megabanks. We're locally owned and operated, and eager to get to know you so we can make sure we're doing everything we can to help you reach your goals. *If you pay to bank local, make the move.*

Visit us online at [keystonebank.com](http://keystonebank.com), or just stop by your local branch. **Keystone** Community Bank *We're all about you.*

**I moved to a bank that I trust.**

At Firstbank, you'll find a very different experience from what you get at the national megabanks. We're locally owned and operated, and eager to get to know you so we can make sure we're doing everything we can to help you reach your goals. *If you pay to bank local, make the move.*

Visit us online at [firstbank.com](http://firstbank.com), or just stop by your local branch. **Firstbank** *We're all about you.*

**I moved to a bank that cares about my community.**

At Firstbank, you'll find a very different experience from what you get at the national megabanks. We're locally owned and operated, and eager to get to know you so we can make sure we're doing everything we can to help you reach your goals. *If you pay to bank local, make the move.*

Visit us online at [firstbank.com](http://firstbank.com), or just stop by your local branch. **Firstbank** *We're all about you.*

**I moved to a bank that actually makes decisions in the same state.**

At Keystone, you'll find a very different experience from what you get at the national megabanks. We're locally owned and operated, and eager to get to know you so we can make sure we're doing everything we can to help you reach your goals. *If you pay to bank local, make the move.*

Visit us online at [keystonebank.com](http://keystonebank.com), or just stop by your local branch. **Keystone** Community Bank *We're all about you.*



## CHALLENGE

Firstbank of Michigan came to Pace & Partners with the goal of integrating marketing communications and messaging across six banks that serve multiple regions of the state. In addition to creative development, Pace provided comprehensive media planning, placement and reconciliation for the statewide campaign.

## SOLUTION

Pace developed a comprehensive marketing and communications campaign that leveraged Firstbank's status as a local community bank and focused on retail customers for deposit growth. The campaign was built around Firstbank's values in customer care and experience, summarized in its existing tagline: We're all about you. The campaign positioned Firstbank as local, friendly and accessible as compared to large, corporate, out-of-town banks.

## RESULTS

The campaign delivered \$34.7 million in deposit growth, exceeding Firstbank's goal for the year. Firstbank's financial performance also improved during the period, including net income and earnings per share. The campaign was so successful, it was expanded to include commercial banking, commercial lending and general lending in 2011.

COMMUNICATIONS

## Web Site

I used to BANK **BIG** with one of those **OUT-OF-TOWN BANKS**

HOW THAT'S A BANK that has its HEAD

I used to BANK **BIG** with one of those **OUT-OF-TOWN BANKS**

by a COMMITTEE of STRANGERS **FIVE STATES AWAY**

I used to BANK **BIG** with one of those **OUT-OF-TOWN BANKS**

AND NOT JUST A NEIGHBOR YOU OCCASIONALLY WAVE TO

## TV Spots

