



Integrated Marketing 148c

First Bank Bank@Home Campaign

RIVERS

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Your financial future looks bright.

See your account activity clearly and use our tools to track spending and manage your budget goals.

myMoney

FIRST BANK

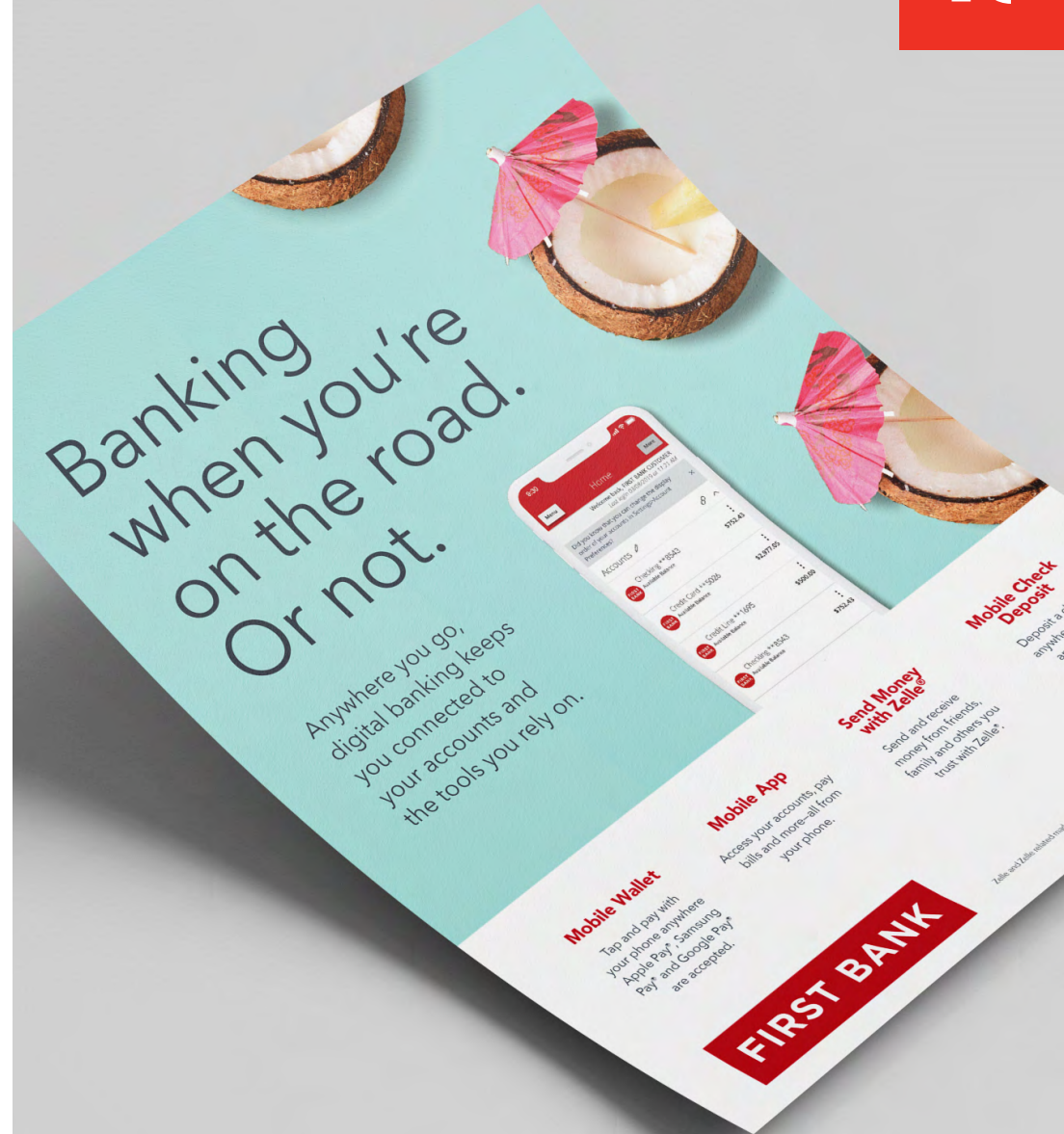
Get access to MyMoney through online banking today. For more information visit: localfirstbank.com/myMoney

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The Project

With many people staying home this summer while others hit the road, First Bank capitalized on the moment to advertise its online banking service that allows customers to bank from anywhere. Ads featuring summer staples like sunglasses, ice cream scoops and sunscreen reinforced the online services' capabilities, financial literacy components and security features. The campaign promoted these benefits across the First Bank website, in branches and on digital ads.



IN-BRANCH BRANDING



Block out the fraud.

Protect yourself from fraud with timely transaction alerts and push notifications, so you can kick back and relax knowing your accounts are safe.

To protect your money, visit: localfirstbank.com/alerts

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DIGITAL ADS



Block out the fraud.

Protect yourself from fraud with timely transaction alerts and push notifications.

[Find Out How](#)

Banking when you're on the road. Or not.

Digital banking keeps you connected to your accounts and the tools you rely on.

[Get The Details](#)

Your financial future looks bright.

See your account activity clearly and use our tools to track spending and manage your budget goals.

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Get the scoop on financial freedom.

Try our free online financial wellness courses to learn how to budget, save and manage your money.

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