



Local focus and recognition with a refreshed brand system

Business

A local bank with six branches in Yamhill County, Oregon

Audience

Residents of Yamhill County, including existing and potential customers

Challenge

Develop a refreshed identity that maintains a connection with the old mark; standardize all communications for a strong, consistent brand; generate more attention to advertising; create stronger recognition of First Federal as a local, Yamhill-county focused bank; create campaigns for specific services

Strategy

Create identity standards for consistency; identify positioning and brand promise—We're Here—to emphasize the local focus; design formats for literature; design advertising formats that stand out in the

newspaper and incorporate pictures of local people; apply new identity to signing and interior displays; customize ads for different towns; develop integrated campaigns—cable TV, banners, stuffers, advertising and mailings—for various services

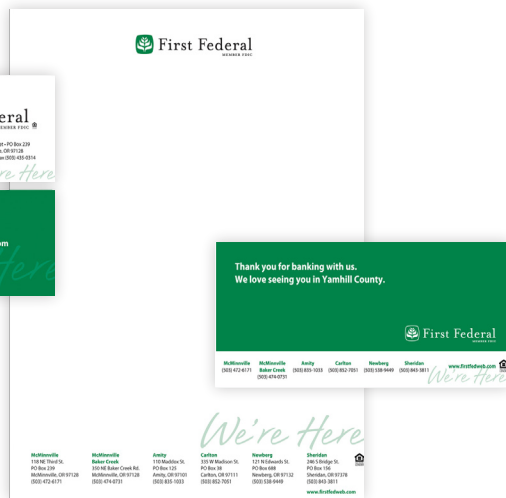
Results

Greater visibility in the communities served; staff pride in the new, updated and professional look; successful introduction of new services

AWARDS Service Industry Advertising Awards 2005, Newspaper Advertising, Bronze



^ First Federal primary signature and brand promise



^ First Federal print advertising and business system