



2021 Marketing Entry

Category

Best Video or Animation

Agency



Financial Institution



Who was your target audience?

Needham Bank's "Many Hats" video targeted consumer and business prospects in the Greater Boston and MetroWest area.

What was the objective of your item or campaign?

Needham Bank has long been known as "The Builder's Bank" due to its strong reputation of supporting residential and commercial construction with uniquely high levels of service and fast turnarounds on approvals, inspections and funds disbursement. Leaning into that rich history and reputation, the refreshed brand positioning "Build Something" was launched in 2020.

The creative strategy for the brand video was to build upon the new positioning and redefine what a builder is by creating emotive messaging that welcomes builders of all kinds— those working to build a business, a family, a place to call home, and more. The objective of the brand video was to show how everyone within Needham Bank's footprint "Wears Many Hats" in building a stronger community.

What was your strategy and eventual objectives?

In planning the video, we knew we wanted to feature as many real people in our community as we could. We believe each hat they wear is critical to the fabric of our collective community. To reach a variety of audiences across multiple mediums media flighting included broadcast tv, pre-roll, paid digital and social media.

Marketing strategy and objectives:

1. Reinforce the new "Build Something" brand promise and marketing theme via video storytelling
2. Develop a markedly unique videography for style for the bank to attract new audiences to their heritage brand
3. Show how real customers, residents, and bankers all play a role in financial kinship
4. Represent both consumers and businesses equally in acquiring new customers to Needham Bank

Category: Best Video
"Many Hats"

Did you face any challenges? If so, how were they overcome?

COVID. For advertisers and advertising agencies alike, 2020 became the year of making tough decisions, being resourceful, and above all, focusing on messaging that would provide solutions. In what became a challenging time to produce a brand video, Needham Bank and Sean Tracey made the call to keep moving forward. Through a collective commitment to zoom meetings, remote collaboration, drone technology, and safe practices, we persevered and rolled out a uniquely genuine brand video in telling the “Many Hats” stories.

Discuss what distinguishes your entry as a possible recipient for this award.

A double-blind 2020 survey conducted by Rivel Research Group, stated that Needham Bank's brand awareness increased 24% among consumers in less than 9 months. Brand awareness among businesses increased by 37%.

By comparison, half of all banks and credit unions in the survey experienced declines in brand awareness. Needham Bank's performance placed in the top 5 for gains in awareness among all banks and CUs mentioned. This significant increase in brand awareness will likely improve customer consideration for opening new accounts with Needham Bank.

Is there additional information you would like to add that's related to your entry?

At Needham Bank we know it takes many different hats to build a community. The “We All Wear Many Hats” spot authentically features real customers, real businesses, real bankers, and community leaders, highlighting the breadth of service and commitment found in Needham Bank's long-standing relationships.

The success of this piece was founded on the impassioned people that live and work in the Needham Bank footprint. In the end, the easiest part of bringing this story to life came from simply listening to customers and bringing their stories to life on screen.

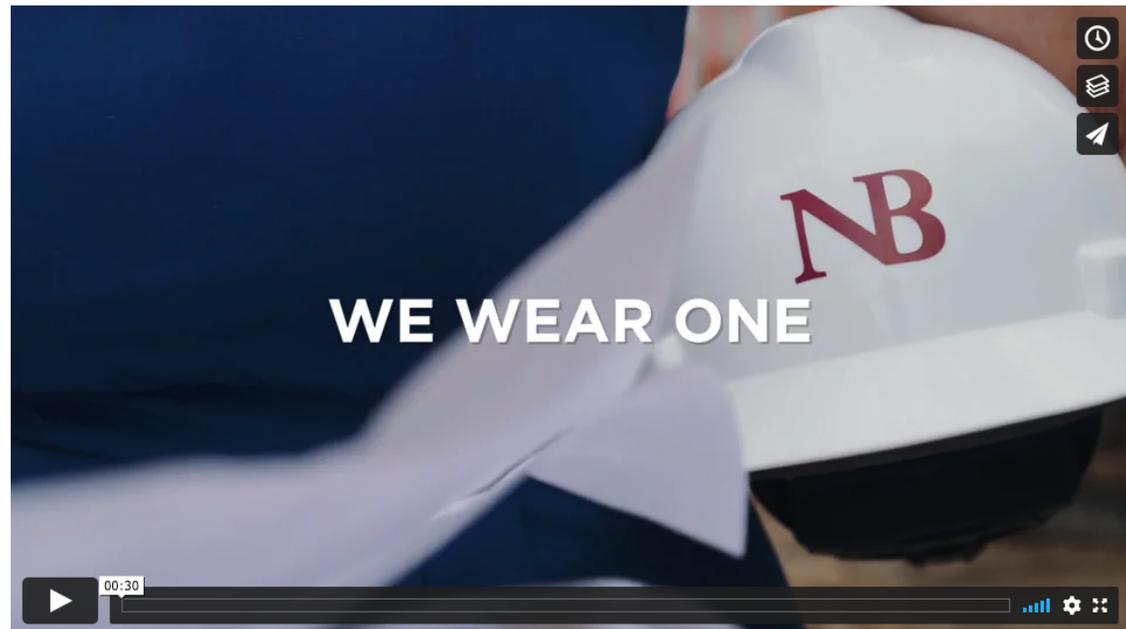
Category: Best Video
“Many Hats”



VIDEO



["We All Wear Many Hats :30"](#) – Broadcast TV, Digital, Social



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Thank you for your consideration.



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