

THE POWER OF LOCAL... WHEN IT MATTERS MOST

VIDEO/ANIMATION - 2020



THE CAMPAIGN

The Power of Local When It Matters Most

The amount of adversity faced recently by small businesses, consumers and their banks has been unprecedented and Newtown Savings Bank—through the tireless efforts of its employees—revealed once again a character and a commitment to community that can't be matched.

This campaign uses a number of different approaches—including stories focused on our small business customers and direct quotes from consumers—to highlight the benefits of banking locally, the products and services we offer and the ways we've gone above and beyond in these tough times to support the businesses, consumers and communities we care so much about. That's not just the Power of Local—it's the Power of Local when it matters most.

TARGET AUDIENCES AND BUSINESS OBJECTIVE



Small Business Owners

Strengthen brand awareness, drive consideration and lead generation for small business customers and give them a reason to switch to NSB.



Customers & Prospects

Strengthen brand awareness, drive consideration and demonstrate the benefits that banking locally has on the community.



Employees & Internal Stakeholders

Acknowledge and appreciate all the hard work put in by our employees through these challenging times.

CREATIVE EXECUTIONS

THE CUSTOMER'S VOICE

Our campaign included print and social ads, along with TV and radio spots, all featuring real local businesses that NSB helped during the pandemic. This not only allowed them to deliver our key messages for us, but it also gave them some extra visibility in the market at a time when they needed it most.



Melissa Reed
*Reed Physical Fitness and
Therapy, Danbury*



Shiran Nicholson
*The Knowlton,
Bridgeport*



The Parkers
*Vibrant Health,
Shelton*



Dave Ackert
*Maple Craft Foods, Sandy
Hook*



Jesse Schremmer
*Jesse's Barber Shop,
Shelton and Oxford*

CONCEPT FOR TV SPOT

Our 30-second commercial seamlessly weaves together four of NSB's local business customers to tell the story in their own words of how the bank was there for them through this challenging time. We faded the audio from one speaker to the next and used animated diagonals to move them on/off the screen, creating a sense of community and togetherness.

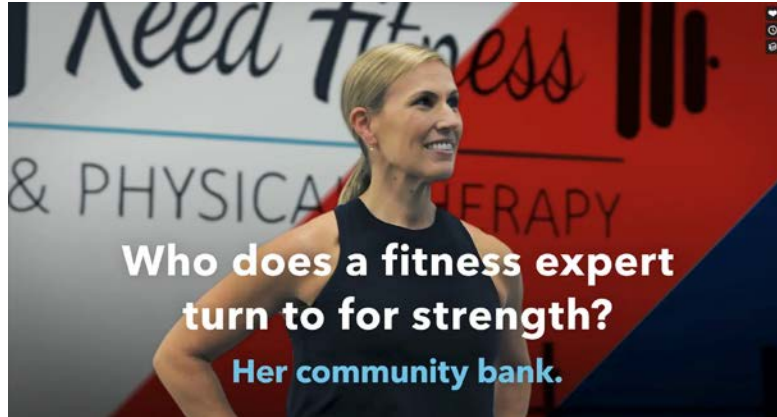
We also produced a series of five 15-second commercials, each focused on a single business customer and their positive experience with Newtown Savings Bank.

30-SECOND TV SPOT



YOUTUBE LINKS ARE EMBEDDED AND LISTED IN PDF SUBMITTED

15-SECOND TV SPOT



THANK YOU

