

BRANDED

SHELLEY REGIN
COUNTRY BANK, WARE, MA

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Shelley Regan, Vice President of Marketing at Country Bank, sat down with Banking New England recently to chat about the bank's new marketing campaign and how has it changed the way Country Bank does business.

Banking New England:
What problems did your bank face concerning its marketing?
Shelley Regan: *The brand wasn't*

resonating. We needed to be different and recognizable. We found an agency out of Boston to help us.

BNE: What did the agency find?

Shelley: *We needed to know, "who is Country Bank?" At the end of the day it was that we're nice people, we always do the right thing and we are neighborly.*



Some of the original examples of Country Bank's marketing after the 2016 campaign.

BNE: How did that translate to your campaign?

Shelley: *All of our messages are in line with morals, investing in our community and caring about the people who are living their lives with us. We know they are customers and they're our neighbors. We started a whole new headline marketing campaign to establish the brand. We started using barnboard in advertisements and later evolved that into photography. Last year we did a business banking campaign based on three local businesses. This year we shot a TV commercial that just aired which was all local places, local faces and our business customers within the community. We continue to evolve the brand.*

BNE: How has the community received the campaign?

Shelley: *Everyone likes the message of us being neighborly and polite. We are that neighborly partner to customers. The commercial is all about the customers and is very emotional. It's been so well received out in the marketplace that our competitors have been commenting about how it's a beautiful commercial.*

BNE: What advice do you have for other financial marketers?

Shelley: *You need to know who you are. You need to know what you represent and what your customers feel about that. Market studies and man on the street interviews help tell you what you're doing really well or what needs improvement. You also need to continually look at the brand and can't let it sit. Look at it every year and see how you can improve on it. Is there something we're missing? How are the customers engaging? We're most proud of finally finding a brand that we can put our arms around and live by. You look at the brand and know it's Country Bank.*



Regin and the team at Country Bank began to evolve the original marketing campaign to bring it to the next level.