

**NEWS RELEASE**

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**FINANCIAL MARKETING AWARD WINNERS ANNOUNCED**

*Bank Marketing's Most Coveted Award Handed out in Denver*

DENVER – The best bank advertising and marketing campaigns from across the U.S. were recognized in Denver today at the American Bankers Association's 2008 Financial Marketing Awards ceremony. Established in 1972, the ABA Financial Marketing Awards bestow recognition to bank marketing professionals and their agencies for creative excellence based on bank asset size.

This year's top winner was developed by Adcom for Key Bank: a brand awareness campaign featuring renowned Etch-A-Sketch artist and YouTube sensation George Vlosich who created a customized portrait of NBA star Carmelo Anthony. A time-lapse video showed the Etch-A-Sketch portrait as it was being drawn. The video, then uploaded on several Internet sites including MySpace, went viral. To date, the video has been seen by a million viewers and received over 750,000 hits after being picked up on hundreds of blogs, websites, and major search engines. A PR and communications program supported this innovative campaign.

A panel of financial services marketers and advertising professionals around the country judged each entry based on execution of the communications strategy, message and positioning, as well as the campaign's overall results.

Entries were divided into 10 categories including annual report, brand, community service, customer acquisition, customer retention, diversity, financial education, humor, inspiration, and internal branding.

Each category was judged in four asset levels: under \$500 million, \$500 million-\$1 billion, \$1 billion-\$5 billion and more than \$5 billion. Financial institutions including banks, savings and loans, insurance companies, brokerage firms, investment firms, credit card companies and their advertising agencies submitted entries.

Awards were presented to the following winners:

**Financial Marketing Excellence Award**

- Adcom (Key Bank) – More than \$5 billion

**Financial Marketing Excellence Award (Runner Up)**

- Grillo Group (Hyde Park Bank) -- Under \$500 million

**Marketers' Choice Award**

- SpiritBank -- \$1 billion - \$5 billion

**Spotlight Award**

- Creature (Umpqua Bank) – More than \$5 billion

**Annual Report (First Place)**

- Commonwealth National Bank – Under \$500 million
- River City Bank -- \$500 million - \$1 billion
- The Palmetto Bank -- \$1 billion - \$5 billion
- Private Bancorp, Inc. – More than \$5 billion

**Annual Report (Runners Up)**

- Beacon Bank – Under \$500 million
- Bank Iowa -- \$500 million - \$1 billion
- First Interstate Bank -- \$1 billion - \$5 billion
- Adcom Communications – More than \$5 billion

**Brand Campaign (First Place)**

- Financial Marketing Solutions (Ohio Valley) – Under \$500 million
- KIDD Group (Darby Bank) -- \$500 million - \$1 billion
- Eric Mower and Associates (Community Bank) -- \$1 billion - \$5 billion
- Adcom (Key Bank) – More than \$5 billion

**Brand Campaign (Runners Up)**

- Financial Marketing Solutions (Progress Bank) – Under \$5 million
- Hampden Bank -- \$500 million - \$1 billion
- First Interstate Bank -- \$1 billion - \$5 billion
- Creature for Umpqua Bank -- More than \$5 billion

**Community Service (First Place)**

- Financial Marketing Solutions (Ohio Valley) – Under \$500 million
- Knupp and Watson (Park Bank) -- \$500 million - \$1 billion
- Woodruff Sweitzer (Boone County National Bank) -- \$1 billion - \$5 billion
- Arvest Bank – More than \$5 billion

**Community Service (Runners Up)**

- Magyar Bank – Under \$5 million
- Liberty Bank -- \$500 million - \$1 billion
- Monroe Bank and Trust -- \$1 billion - \$5 billion
- SBC Advertising for Huntington National Bank – More than \$5 billion

**Customer Acquisition Marketing (First Place)**

- Seaside National Bank – Under \$500 million
- First Independent -- \$500 million - \$1 billion
- Eric Mower and Associates (Community Bank) -- \$1 billion - \$5 billion
- ING Direct – More than \$5 billion

**Customer Acquisition Marketing (Runners Up)**

- Laird Christianson Advertising for American Savings Bank – Under \$5 million
- Pannos Marketing for Naugatuck Savings Bank -- \$500 million - \$1 billion
- Bank Midwest -- \$1 - \$5 billion
- Bank of America (DC) – More than \$5 billion

**Customer Retention Marketing (First Place)**

- Grillo Group (Hyde Park Bank) – Under \$500 million

- Peoples State Bank -- \$500 million - \$1 billion
- Brand Partners (M&T Bank) -- More than \$5 billion
- RBC Bank – More than \$5 billion

#### **Customer Retention Marketing (Runners Up)**

- Community Bank Texas – Under \$500 million
- Laconia Savings Bank -- \$500 million - \$1 billion
- Mills Marketing for Castle Bank -- \$1 billion - \$5 billion
- Epsilon for Key Bank – More than \$5 billion

#### **Diversity (First Place)**

- American State Bank -- \$1 billion - \$5 billion

#### **Financial Education (First Place)**

- Pioneer Services (A Division of MidCountry Bank) – Under \$500 million
- Bank of Guam -- \$500 million - \$1 billion
- Wells Fargo – More than \$5 billion

#### **Financial Education (Runners Up)**

- Bank Tennessee – Under \$500 million
- Bank of Guam -- \$500 million - \$1 billion
- First Midwest Bank – More than \$5 billion

#### **Humor (First Place)**

- McDougall and Duvall (NewportFed) – Under \$500 million
- Alpine Bank -- \$500 million - \$1 billion
- First Interstate Bank -- \$1 billion - \$5 billion

#### **Humor (Runners Up)**

- Laird Christianson Advertising for American Savings Bank – Under \$500 million
- Foundry for Indiana Bank and Trust -- \$500 million - \$1 billion
- Union Bank -- \$1 billion - \$5 billion

#### **Inspiration (First Place)**

- Financial Marketing Solutions (Ohio Valley) – Under \$500 million
- Bank of Guam -- \$500 million - \$1 billion
- Farmers and Merchants Bank -- \$1 billion - \$5 billion
- ING Direct – More than \$5 billion

#### **Inspiration (Runners Up)**

- Frederick Swanston for First Bank -- \$1 billion - \$5 billion
- Commerce Bank – More than \$5 billion

#### **Internal Branding (First Place)**

- BLF Marketing (The Peoples Bank) – Under \$500 million
- Bank of Guam -- \$500 million - \$1 billion
- Farmers and Merchants Bank -- \$1 billion - \$5 billion

#### **Internal Branding (Runners Up)**

- Financial Marketing Solutions for Farmers State Bank – Under \$500 million
- VIST Financial -- \$1 billion - \$5 billion

*The American Bankers Association brings together banks of all sizes and charters into one association. ABA works to enhance the competitiveness of the nation's banking industry and strengthen America's economy and communities. Its members – the majority of which are banks with less than \$125 million in assets – represent over 95 percent of the industry's \$13.3 trillion in assets and employ over 2 million men and women.*

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