

Bar Harbor Bank/ Lake Sunapee Bank Merger

Challenge:

Customers of both banks were impacted by product and service changes; the acquired bank was the larger organization, and was retaining its name after the consummation of the deal

Communications had to reaffirm the continuity of community bank principles across the larger organization and create optimism for new opportunities

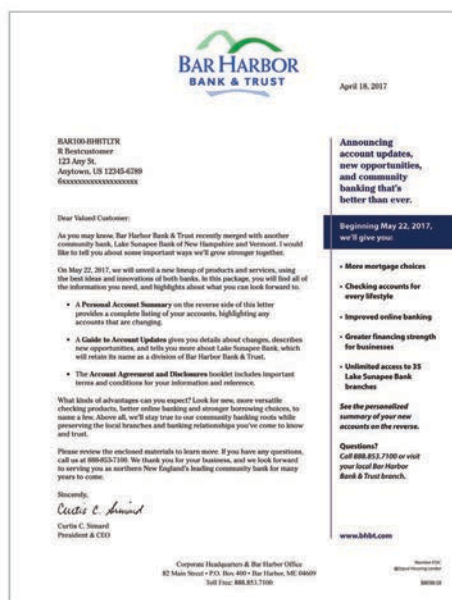
Solution:

Our design direction and overarching concept was applied by the bank's creative resources to both versions of the welcome package, adapting Bar Harbor's postcard/greetings promotional brand style with headlines that supported the key advantages for each group

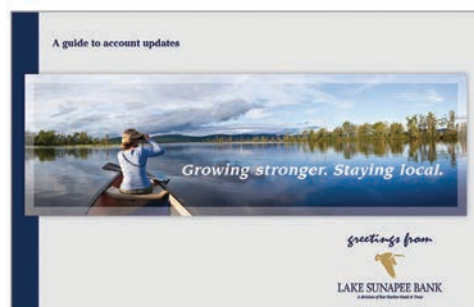
Imagery throughout the brochures featured local people and local settings to reinforce the ongoing commitment to local banking



Letter



Letter



Brochure

