

Burke & Herbert Bank Business Checking Promotion

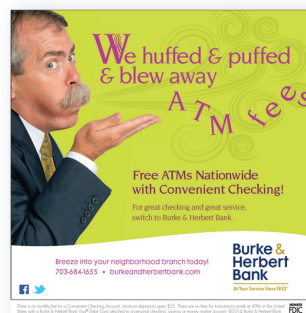
Challenge:

Low awareness of this community bank as a viable competitor to serve the needs of small businesses in its DC-area markets

Solutions:

Leveraged the bank's recognizable CEO in an unexpected and disarming way to capture the attention of business owners and consumers

Integrated in-branch and external advertising campaign embraced a warm, humorous, comforting promise, consistent with the bank's authentic hometown approach to local banking



Ad



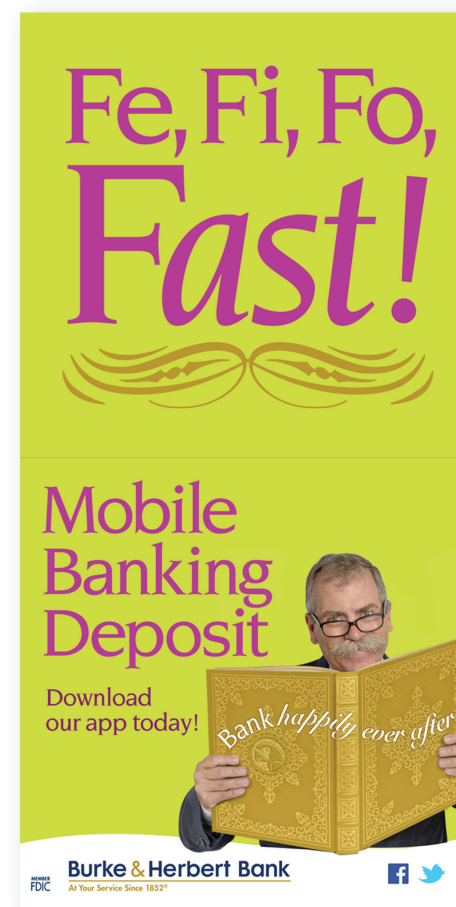
Small Window Clings



Large Window Clings



Bus Poster



ATM Poster