



Paramount Bank

Paramount Bank, a Michigan-based community bank, has ambitious growth plans and to achieve those plans, they need to constantly increase awareness and foot traffic to each of their four branches. Each of the bank's four branches are located in small but truly unique suburban communities. Paramount's Ferndale branch, for example, is in an "up-and-coming" city with a large arts population and an active GLBT community. The Birmingham branch, in contrast, is located in an affluent, professional community. As with all small businesses, the bank's marketing budgets are limited but their ambitions are not.

To support the bank's community focus, pushtwentytwo has devised a media strategy that focuses on community and other niche publications, rather than large dailies. This strategy not only allows Paramount to more effectively target the audience for each branch, it also works to support and leverage the bank's community involvement initiatives which are often sponsored by the same publications. We've also created a series of "playful" print and banner ads that focus on the many ways Paramount can help each community's residents to achieve their ambitions – no matter how big or small.

The results: interest in CDs, money markets and personal banking products have all seen significant increases.

SCOPE OF SERVICES //

- Brand Development
- Media Planning
- Advertising
- Public Relations
- Direct Marketing
- Signage
- Web Development