



ADVERTISING & INTEGRATED MESSAGING

BANKING ON POTENTIAL

THE BANK MUTUAL CASE STUDY



BankMutual
TOMORROW STARTS TODAY



A BANK THAT NEEDED PERSONALITY.

Banks are generic. It can seem like they all offer the same products and services, making it hard to differentiate one bank from another. Bank Mutual (FIDC insured) wanted to stand out in this crowded category. Headquartered in Milwaukee, Wisconsin, since their opening in 1892, Bank Mutual, formally known as Mutual Saving and Loan, is a longstanding family-owned bank focused on helping people succeed and achieve their goals. Bank Mutual is the largest Milwaukee-based bank, with over 60 offices and branches that serve more than 100,000 households and businesses in Wisconsin and Minnesota.

For the past five years, Bank Mutual has focused on growing their commercial banking business. Until recently, they hadn't invested in their brand, and as a result it had grown stale and dated. By 2015, their brand awareness was the lowest among large banks in the market.



STRATEGY: BANKING ON THE POTENTIAL OF CUSTOMERS

A retail brand awareness campaign was commissioned and STIR was hired to execute it. A strategic process lead to a new positioning that revealed the true personality of the brand.

BRAND POSITION / PROMISE

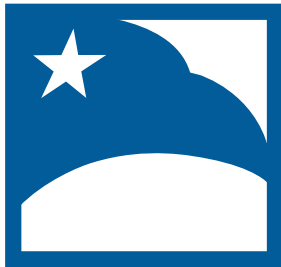
Bank Mutual helps people reach important milestones in their lives. They work together with their customers to set mutual goals and achieve mutual milestones that help them go further in life and in business. They invest in people and their character, and make banking a mutual experience.



stirstuff.com

EVERYONE HAS A MILESTONE THEY WANT TO REACH

**MUTUAL
MILESTONES**



We created an integrated campaign that positioned Bank Mutual as the bank who helps their customers plan for the life-changing, financial milestones they want to reach in life. We coined the term “Mutual Milestones,” and reinforced this message with the aspirational tagline, “Tomorrow Starts Today.” TV spots were created to show people reflecting on how they reached their life milestones from humble beginnings with the help of Bank Mutual. The campaign referenced the brand’s local roots by highlighting the regional lifestyle of Wisconsin.



stirstuff.com

TELEVISION



CLICK TO PLAY



A TV spot was created to represent the journey people take to reach a milestone with the help of Bank Mutual. A “video rewind” effect symbolizes rolling back the clock to their humble beginnings.



stirstuff.com

PRE-ROLL ADS



CLICK TO PLAY



CLICK TO PLAY



CLICK TO PLAY

We edited TV footage into :15 pre-roll ads, which ran online in highly-targeted media.




NOW THAT YOU'RE A MILWAUKEEAN, BANK LIKE A MILWAUKEEAN.

WE'RE THE LARGEST BANK HEADQUARTERED IN MILWAUKEE. Welcome to our great city. Allow us to introduce ourselves. We're Bank Mutual and we've been helping our neighbors here for over 120 years. You'll find that banking with us is a different experience than with other banks. Why? Well, we're here to help you achieve the milestones you want to reach in life by making your goals, our goals. Because when banking is a mutual experience, you go farther. BANKMUTUAL.COM - 888-492-6951

FDIC

Personal | Commercial | Wealth Management ★ **BankMutual**
GO FARTHER



BUSINESS IS MEASURED IN MILESTONES.

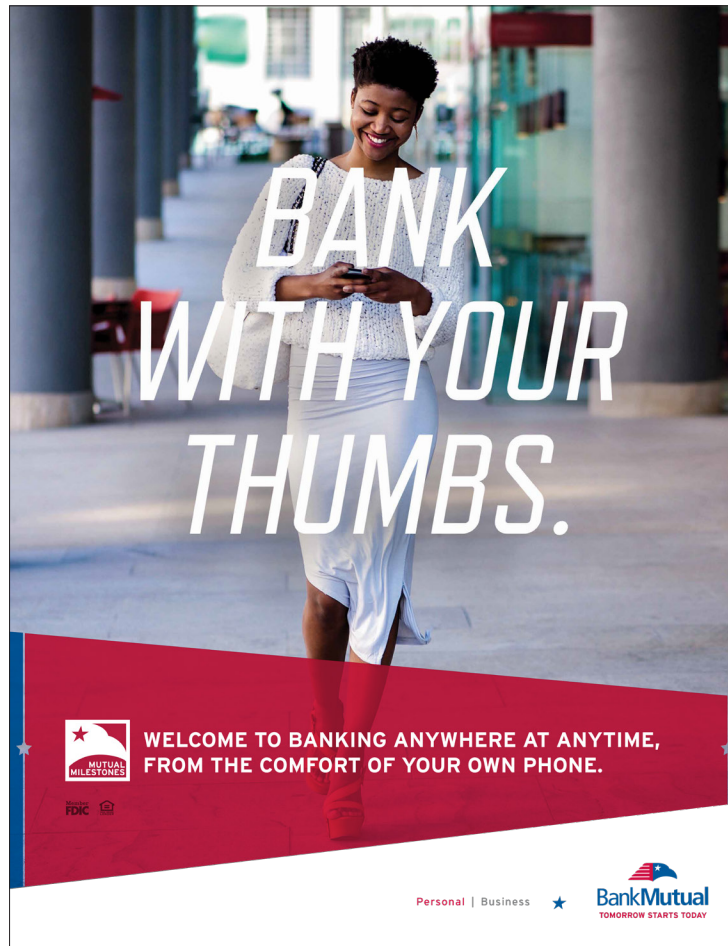
IS YOUR BUSINESS READY TO REACH THE NEXT ONE? It's time to talk to Bank Mutual. We're here to help by making your goals, our goals. We'll work with you to develop mutual milestones so you can reach them faster. Because when banking is a mutual experience, you go farther. BANKMUTUAL.COM/COMMERCIAL

OVER \$500 MILLION IN LOCAL COMMERCIAL LENDING JUST LAST YEAR.

Commercial Lending | Treasury Management | Wealth Management ★ **BankMutual**
GO FARTHER

We supported the integrated campaign with targeted print ads for different divisions at Bank Mutual.

POINT OF SALE / IN-STORE POSTERS



In store point of sale and collateral sales materials are being developed to complement the campaign.



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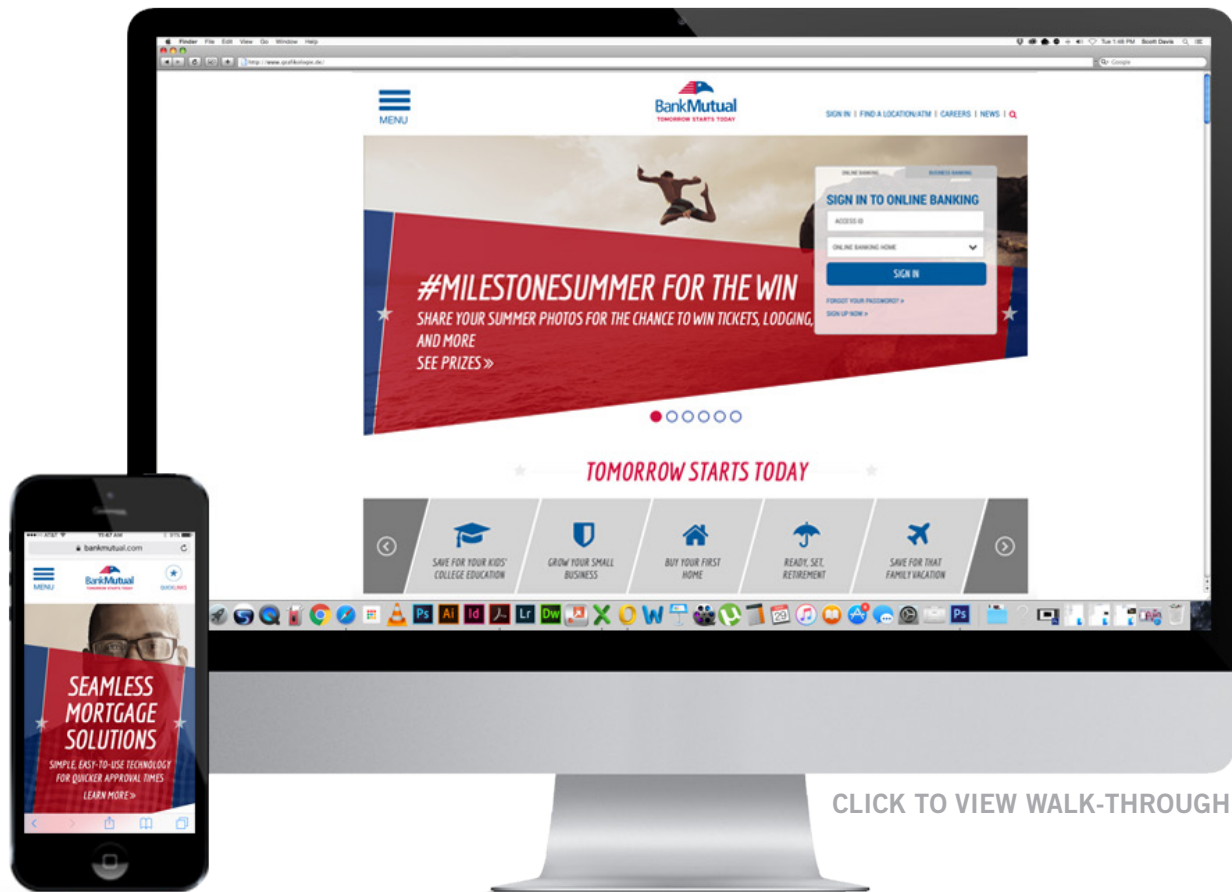
DIGITAL ADVERTISING



OUTDOOR



WEBSITE



CLICK TO VIEW WALK-THROUGH

We designed and developed a new responsive website to carry the brand message and convert visitors into leads and customers. A comprehensive SEO strategy was employed, which quickly pushed the site past all but two national brands for our most important keywords and phrases.



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THE RESULT? A MORE ENGAGING BRAND

The integrated campaign has made a tremendous impact on the brand's visibility in the marketplace.

Exceeded all established KPIs for digital placement.

Dramatically elevated SEO rankings for keywords.

Boosted web traffic and on-site conversions.

A comprehensive launch targeted five key personas based on milestone goals, including:

- » BROADCAST, CABLE TELEVISION AND STREAMING VIDEO TO BUILD IMAGE
- » RADIO TO GENERATE PROMOTIONAL ENGAGEMENT
- » DIGITAL TO INTERCEPT AND RETARGET CONSUMERS WHO FIT BEHAVIORAL AND CONTEXTUAL DESCRIPTIONS
- » OUT-OF-HOME TO BUILD MARKET PRESENCE



BELIEVE IT OR NOT, YOU HAVEN'T SEEN THE WHOLE STORY.
FOR MORE DETAILS OR TO SEE MORE CASE STUDIES, CONTACT BRIAN BENNETT, PRESIDENT.
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