

case study:

promoting a service | merrill bank

*McClain*marketing
GROUP • PORTLAND

STRATEGIC MARKETING SOLUTIONS

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promoting a service

The Challenge

Understanding the growing competition in its market area, the Bank was eager to create awareness and promote its trust and investment services.

The Strategy

- McClain sought to position the Bank as a leader in its market area
- Create a creative concept to communicate integrity and strength of Bank, excellent performance and exceptional client service

The Campaign

- Developed advertising campaign to deliver the message through the use of client testimonials
- Developed a series of ads expressing a cross-section of potential clients using personal stories

The Results

Merrill saw a steady increase in customers taking advantage of its trust and investment services.



A GOOD EYE FOR OPPORTUNITY CREATES OUT-OF-THE-PARK RESULTS

Whether it's a routine hit or a grand slam, Chip Woodford has an eye for opportunity. And, as former college athlete, an amateur for years and eventually a professional, when the opportunity to hit the professional baseball field came in a way he had predicted himself to do a season.

The same eye opened Eugene Howard's eyes, which in partnership with the literacy of Merrill, is the first requirement in the customer to produce exceptional financial results. Merrill Bank understands Chip's vision. We provide financial solutions that value growth for everyone and continue to help a great vision.

At Merrill Bank, our experience, insight and focus can help individuals maximize their own unique situation. Because we focus on long-term wealth creation and asset growth, we have experienced professionals bring a focus, creative ideas to financial success.

For a financial relationship to a team of all-star staff at Merrill Bank, call 800-457-2272.

KNOWLEDGE. EXPERIENCE. RESULTS.
IT ALL COMES DOWN TO PEOPLE YOU TRUST.

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THE PROPER ORCHESTRATION YIELDS POWERFUL RESULTS

Leadership, passion, vigor and vision. When Howard comes to the podium, the Bridge Symphony Orchestra responds with music. It's a perfect blend of music, leadership, vision, which creates confidence and enables the orchestra.

Merrill Bank is proud to be associated with the BSO. Leading the line of those people is just as important. Whether it's an individual, corporation or non-profit, we go to great lengths to partner with customers of various sizes with a focus on long-term relationship building.

The BSO focuses music to great sounding, vibrant melodies and a crisp cadence. Our property and in the future is important to us. Our team of experienced professionals manage that vision for us.

With musical attention and sound investment strategies. For a financial relationship that works in concert with your goals, call Merrill Bank today at 800-457-2272.

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MAKING FINANCIAL SECURITY A FAMILY TRADITION

Each time you sit with Linda Brown, you'll always hear the same. When she and her late husband, Ed, were young they had dreams. The first was to find a happy and home. Family time was precious. And, when it came time to plan for their family's financial future, the focus turned to Merrill Bank.

Merrill Bank understands the importance of family and tradition. We know. We can't get on home and understanding your goals, but we can help you understand the importance of your financial future and the time when you're ready to go.

Talk to your generations of the Brown family about a legacy of love and opportunity for family members. It's something you'll cherish and a legacy to be shared with future generations.

To ensure that your future and vision will be carried out, call Merrill Bank today at 800-457-2272.

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LEVERAGING KNOWLEDGE FOR OPPORTUNITY AND GROWTH

Education and the quest for knowledge are important to George and Mary White. As parents and professionals, they understand educational goals require long-term vision and need down-to-earth opportunity. As a result, they were able to give their own two children, and their second child, a great start. It's a legacy which should live on for future generations.

Many generations achieve financial goals in what we call a Merrill Bank. We have the experience and a team of experienced professionals to develop a unique investment plan, tailored to fit your unique needs and future dreams. And, we'll provide the personal attention you deserve.

To learn more about how to build a financial future designed around you and your family, call Merrill Bank at 800-457-2272.

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YOUR GOALS AND OUR RESOURCES, CUT FROM THE SAME CLOTH

"A cloth is like a good friend. It's a true financial ally. It's been a year of the best. From Merrill Bank, expert advisors, we know of the things that a Merrill Banker knows that give you the most for the least and the best.

From the best fabric, Bank, now you find the best work, dedication and vision. It's like being in a line of people who are a driving and are always there with their own kind of style.

At Merrill Bank, we understand your vision. Understanding your financial goals is important to us. Our team of experienced professionals bring together the best of knowledge, knowledge and experience that will help you achieve your dreams. Responding quickly to your needs is what we do best.

For a financial relationship across several years, call Merrill Bank at 800-457-2272.

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PLANNING FOR FINANCIAL SUCCESS, BY THE NUMBERS

They say numbers don't change by the numbers. It's a bit of an understatement. As a CPA, he has built a reputation for excellence building the financial success of many clients and his own profits. Lee has helped in what he does best. It's the science of planning for the future, which is to plan, respond to the future, and then to plan. It's a science that is a science.

At Merrill Bank, we understand Lee's vision. Helping clients and business owners plan financial success is something we do best. It's what we're looking for a customer, making your success our business. We're creating the success, our team of experienced professionals to help you reach your goals by the numbers.

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