

## Campaign Development

Client: Trustco Bank

### IDEAS

Trustco Bank entered the Central Florida market from upstate New York where its roots date back to 1902. It's a conservative bank, financially strong and truly is a "hometown" kind of bank. In 2008, when evok joined the ranks, the state of the financial market was bleak. Many banks had folded and we, as a nation, were in one of the largest recessions many of us had ever witnessed. The pulse of the market was "hunker down; get through this and it will all be better soon." Evok proposed a bold approach, an aggressive campaign that challenged consumers to go in the opposite direction, and use this time when others were on the sidelines to plant the seeds for their growth. "Let's Grow. Trustco." was born.

### WORK

Illustration and consistent voice talent carried a cohesive theme through TV, print, outdoor, radio, online, point-of-purchase and direct mail mediums. The campaign messaging was developed with two distinct audiences in mind - checking and mortgage customers. The visuals, similar in production for cost savings, were unique enough to focus the viewer on the key selling attributes and Trustco's points of difference within each product line.

### RESULTS

Trustco tapped into evok's creative resources during a time of contraction by the competition. Capitalizing on the uncertainty of the market, evok developed the tagline "Let's Grow. Trustco." to impart a reassuring message. In a time of financial doom and gloom, Trustco was the first bank in Central Florida with a positive appeal to growth in its efforts to attract new business. The results - over the course of two years, the bank has shown **better than 20% growth**, with the most recent branch opening setting a new all-time core deposit record. The largest increase since the company's inception.



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