



#### CASE STUDY:

# TRUSTCO

## LET'S GROW. TRUSTCO.

Trustco Bank entered the Central Florida market at a time of widespread financial uncertainty, as consumer confidence declined and competitors pulled back their marketing efforts. With deep roots dating back to 1902, Trustco sought to establish itself as a financially strong, community-focused institution while standing apart from larger banks struggling to regain trust. To support this expansion, Trustco partnered with evok to introduce the brand and drive growth in a challenging economic climate.

Evok developed a bold, optimistic campaign that encouraged consumers to look forward rather than retreat. Anchored by the tagline "Let's Grow. Trustco.", the strategy leveraged consistent storytelling across television, print, outdoor, radio, digital, and direct mail to connect with both checking and mortgage audiences. By pairing disciplined messaging with a confident market presence, evok helped Trustco build momentum, attract new customers, and establish a strong foundation for long-term growth in Central Florida.



**INDUSTRY**  
FINANCIAL



**AUDIENCE**  
CHECKING ACCOUNT  
CONSUMERS  
MORTGAGE & HOMEBUYERS  
NEW MEMBERS



**CATEGORY/TACTICS**  
BRAND STRATEGY  
CREATIVE SERVICES  
MESSAGING  
TV BROADCASTING  
RADIO  
PRINT ASSETS  
BILLBOARDS  
DIGITAL MARKETING  
DIRECT MAIL  
REPORTING



Let's Grow. Trustco. Campaign



## 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.



## CASE STUDY: TRUSTCO BANK

# Let's Branch Out from standard checking.



## Get a \$50 Publix Gift Card

Open a Trustco Bank checking account with direct deposit and fill your complimentary Trustco shopping tote with a \$50.00 Publix Supermarket Gift Card. Stop by any of our over 30 Central Florida home town locations and discover how Trustco can help you grow.



## Let's Grow. Trustco.

\*Offer expires 4/30/09 and only applies to new or existing checking accounts with a new direct deposit. Trustco Bank associates are not eligible for this offer. The minimum to open a new checking account is \$25. Trustco will issue the promotional \$50.00 Publix® Supermarket Gift Card ten business days after we have received the coupon to open a new checking account and verified the direct deposit. Trustco will report to the IRS the value of any premium. Any applicable taxes are the responsibility of the account holder. Please consult one of the Trustco Bank account professionals for specific information regarding account terms and conditions. Please note: We reserve the right to alter or withdraw these products or certain features without prior notification. Publix® Supermarket is a registered trademark.

# Let's Put Some Roots Down where your family can grow together.



Find comfort in your home and your investment with Trustco Bank's incredibly low fixed mortgage rates. We also offer low closing costs, no appraisal fees, no required tax escrow, no PMI, no prepayment penalties, and much more. Our home town approach to banking has allowed us and our clients to flourish for over one hundred years. Stop by any of our over 30 home town locations and discover how Trustco can help you grow.

Visit Us at Booth #218

## Let's Grow. Trustco.



Please note: We reserve the right to alter or withdraw these products or certain features without prior notification.

## A Mortgage Loan is more than just a juicy rate.



Find comfort in your home and your investment with Trustco Bank's incredibly low 5.49% APR fixed mortgage rate. But our commitment doesn't stop there. Let's Grow. Trustco. - No Appraisal Fees - No Required Tax Escrow - No PMI - No Prepayment Penalties - And Much More. Our personal approach to banking has allowed us and our clients to flourish for over one hundred years without selling your hard-earned dollars. Stop by any of our home town locations and discover how Trustco can help you grow. Call Today 1-800-670-3110

Let's Grow. Trustco.



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## Fee Free Checking Gives You Something to Sing About.



Grow it and free standard banking with accounts that offer more freedom and potential for growth. Like our money-saving checking. There's a lot more to sing about. No Minimum Balance - No Monthly Service Fee - Free Checks But \$1.00 Other Banking - 100¢ Pay - Competitive Interest Rate - Checkbook Protection. Our personal approach to banking has allowed us and our clients to flourish for over one hundred years - without selling your hard-earned dollars. Stop by any of our home town locations and discover how Trustco can help you grow. Member FDIC

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## Print Assets



# 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.

## CASE STUDY: TRUSTCO BANK



**Let's Put  
Some Roots  
Down**

*where your  
family can  
grow together.*

**Low Fixed  
Mortgage Rates**

No PMI  
No Tax Escrow  
No Appraisal Fee

**TRUSTCO  
BANK®**  
Your Home Town Bank

**Let's Grow.  
Trustco.**

**Let's Branch Out**  
*from standard checking.*



**Get a \$50  
Publix  
Gift Card**

Open a Trustco Bank checking account with direct deposit and fill your complimentary Trustco shopping tote with a \$50.00 Publix Supermarket Gift Card\*. Stop by any of over 30 home town locations and discover how Trustco can help you grow.

VOLUSIA COUNTY: Port Orange - 386-322-3730

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*where your family can grow together.*



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**Let's Grow. Trustco.**

**TRUSTCO  
BANK®**  
Your Home Town Bank  
[www.TrustcoBank.com](http://www.TrustcoBank.com)

Member FDIC

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Display Ads





## 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.

## KEY TAKEAWAYS

- Launching a bold, growth-focused message during a period of financial uncertainty allowed Trustco Bank to stand apart from competitors that reduced visibility during the recession.
- The "Let's Grow. Trustco." campaign delivered a clear, optimistic brand promise that resonated with consumers seeking stability, trust, and long-term financial security.
- Consistent creative execution across television, print, outdoor, radio, digital, and direct mail reinforced brand recognition and supported both checking and mortgage acquisition goals.
- Leveraging illustration, unified voice talent, and adaptable creative formats enabled cost efficiencies while maintaining strong message differentiation across product lines.
- Evok's strategic approach helped drive sustained momentum, contributing to more than 20% growth over two years and record-setting core deposit performance for new branch openings.