

Franklin Savings Bank

Case Study

Client: Franklin Savings Bank

Industry: Banking

Location: Franklin, NH

Overview:

Banking is trust, so **Signal Drift** across channels kills trust fast.

They needed consistency and professionalism without losing community roots.



The Fix

Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Clarified messaging gaps and audience friction in a high-stakes category.
- **Distill:** Refined brand voice and campaign platform (no generic bank-speak).
- **Amplify:** Executed integrated campaigns across digital, print, broadcast, OTT + site.

The Outcomes

- Stronger trust and consistency over time
- Repeatable campaign system
- Brand anchor that holds across messaging: “Grow Stronger Together.”

The Work

Campaigns, Social, WordPress, Video/Photo, Copy, OOH, Environmental