

*“Working with MMG is a collision of new ideas, fresh strategies and remarkably creative executions. They’re our thinking partner and we couldn’t ask for a better team at our table.”*

— Katy McKay,  
Sr. VP Marketing

## West Bank

**Strategy:** To stay true to the West Bank brand while gaining enough attention to introduce a brand new product (Reward Me Checking) to a very diverse audience base. Oh yeah...and get the creative from concept to on-air in 34 days.

**Big idea:** The product has so many different benefits – why not spotlight them through a variety of voices so consumers can see themselves in the creative?

**How’d we do?** The launch campaign exceeded goals set and brought a whole new segment of the market to West Bank.

Meet my  
“we earn CD-like  
interest, no  
matter how low  
our balance is”  
free checking account.

Reward Me Checking<sup>™</sup>

Decidedly Different.<sup>®</sup>



RewardMeChecking.com

Take a look at my  
“how sweet –  
they’ll pay me back when  
I use my ATM card”  
free checking account.

Reward Me Checking<sup>™</sup>

Decidedly Different.<sup>®</sup>



RewardMeChecking.com

Fees refunded up to \$25 per cycle.

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