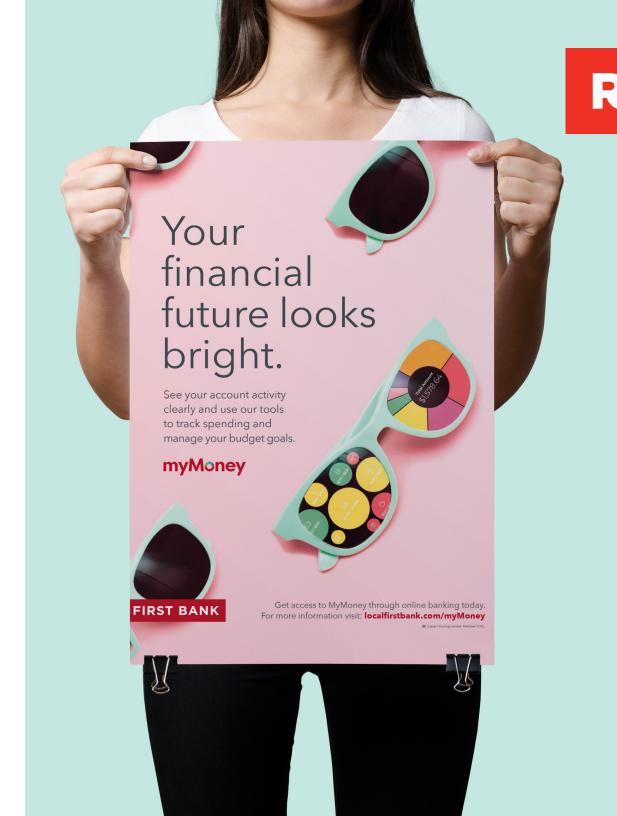
First Bank Bank@Home Campaign

RIVERS

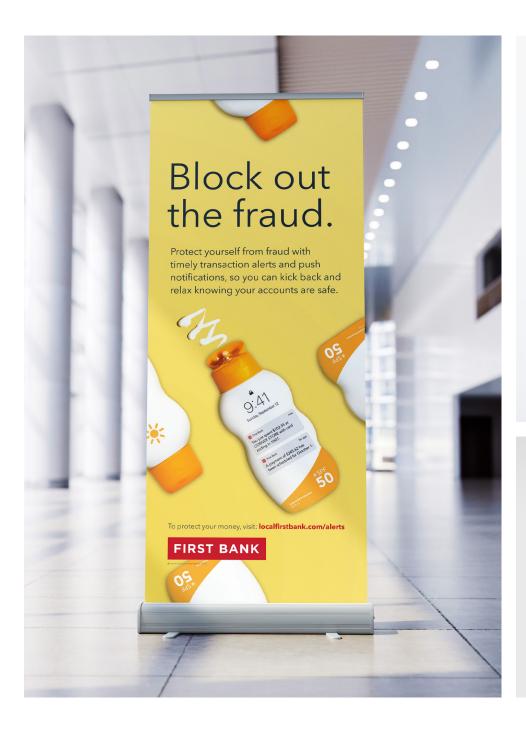
Rivers Agency 601 West Rosemary Street, Ste 108 Chapel Hill, NC 27516 919-932-9985 Riversagency.com

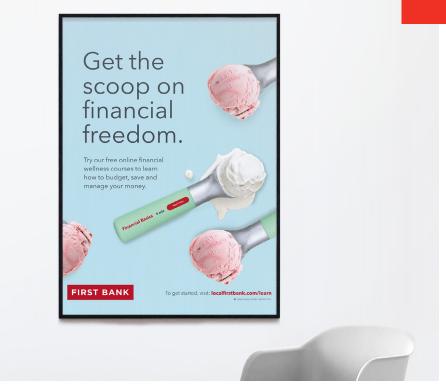


The Project

With many people staying home this summer while others hit the road, First Bank capitalized on the moment to advertise its online banking service that allows customers to bank from anywhere. Ads featuring summer staples like sunglasses, ice cream scoops and sunscreen reinforced the online services' capabilities, financial literacy components and security features. The campaign promoted these benefits across the First Bank website, in branches and on digital ads.









DIGITAL ADS







you connected to your accounts and the tools you rely on.

Get The Details



Your financial future looks bright.

See your account activity clearly and use our tools to track spending and manage your budget goals.

Discover MyMoney



Get the scoop on financial freedom.

Try our free online financial wellness courses to learn how to budget, save and manage your money.

Start Learning





Block out the fraud.

Protect yourself from fraud with timely transaction alerts and push notifications.

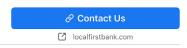
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