

Integrated Marketing 148c

First Bank Bank@Home Campaign

RIVERS

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

Your financial future looks bright.

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

myMoney

FIRST BANK

Get access to MyMoney through online banking today.
For more information visit: localfirstbank.com/myMoney

Equal Housing Lender. Member FDIC.

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.

Banking when you're on the road. Or not.

Anywhere you go, digital banking keeps you connected to your accounts and the tools you rely on.

Mobile Wallet
Tap and pay with your phone anywhere. Apple Pay*, Samsung Pay* and Google Pay* are accepted.

Mobile App
Access your accounts, pay bills and more—all from your phone.

Mobile Check Deposit
Deposit a check anywhere.

Send Money with Zelle®
Send and receive money from friends, family and others you trust with Zelle®.

FIRST BANK

Tell us what you think

IN-BRANCH BRANDING



Block out the fraud.

Protect yourself from fraud with timely transaction alerts and push notifications, so you can kick back and relax knowing your accounts are safe.

To protect your money, visit: localfirstbank.com/alerts

FIRST BANK

Get the scoop on financial freedom.

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

FIRST BANK

To get started, visit: localfirstbank.com/learn

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myMoney

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DIGITAL ADS



Block out the fraud.

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

[Find Out How](#)

Banking when you're on the road. Or not.

Digital banking keeps 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.

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FIRST BANK

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Your Closest Branch **Winston-Salem Oliver's Crossing**

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Block out the fraud.

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To learn more, visit localfirstbank.com/alerts.



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