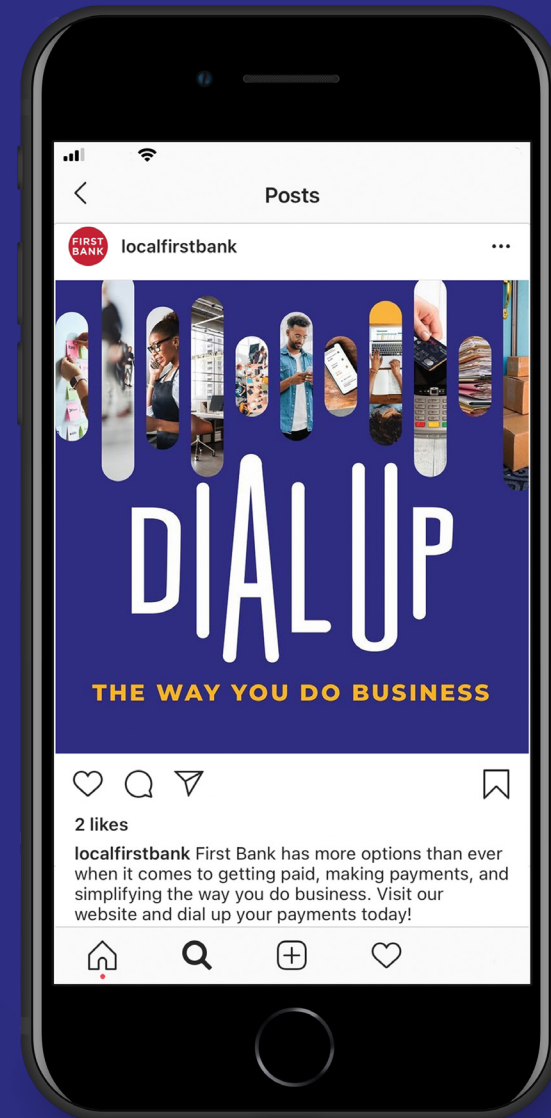


14c. Advertising Campaign

First Bank Dial Up Campaign

RIVERS

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



The Project

First Bank created the “Dial Up” campaign to target business owners with messaging about the flexible ways they can make payments and get paid. In-branch materials, button swag, a campaign landing page and digital assets promoted the Bank’s various business-focused products and solutions. Designs played off the “dial up” theme and incorporated graphics that alluded to turning up the volume and sound waves. The creative highlighted the different products and their benefits and used a QR code to direct customers to the landing page.



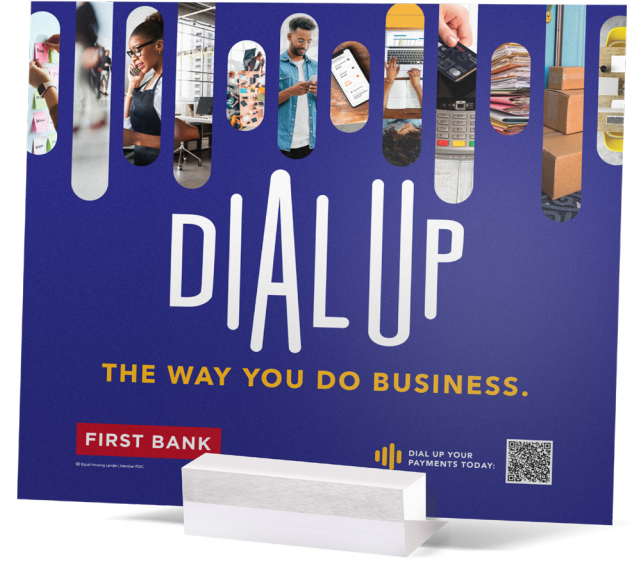
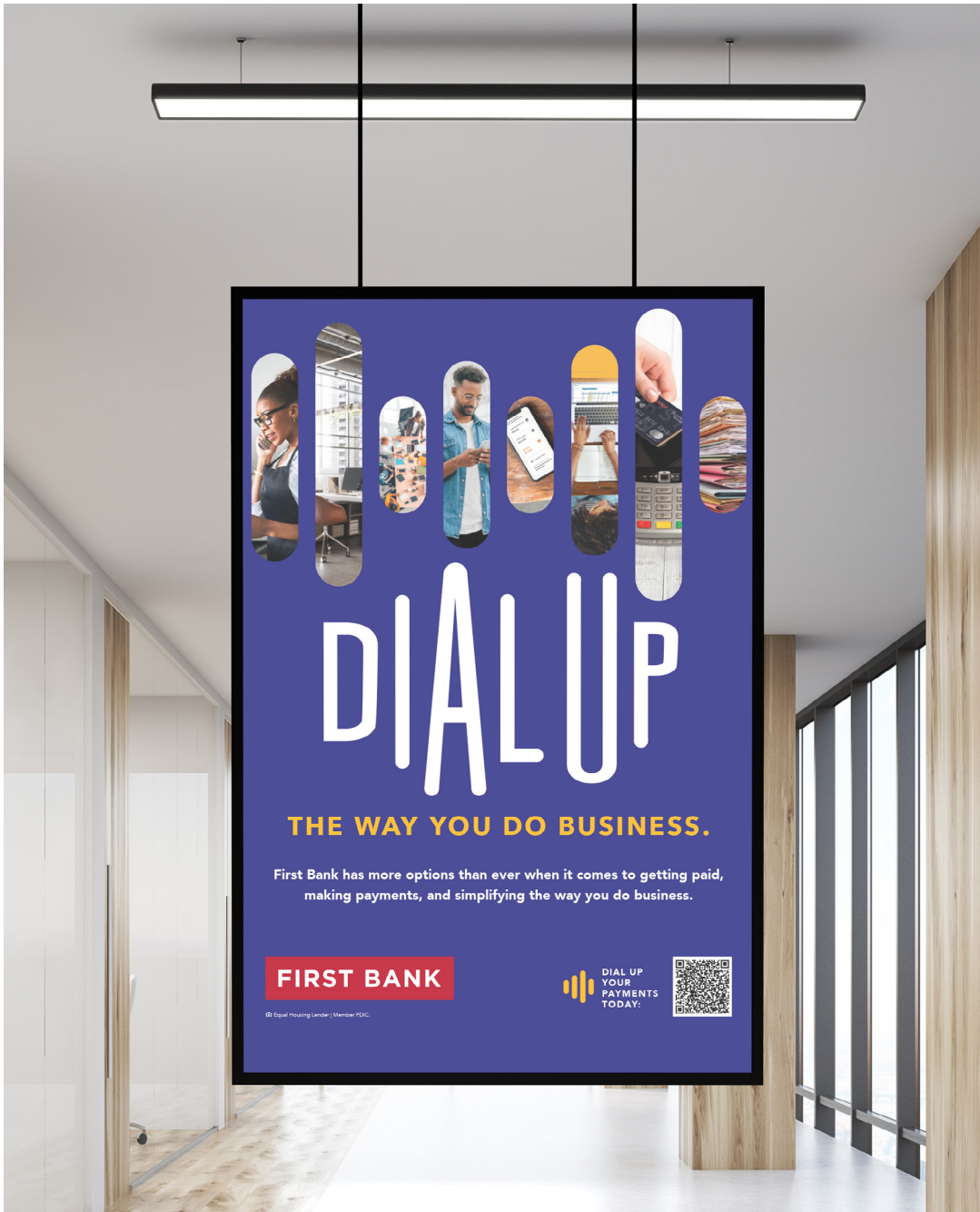
DIAL UP

THE WAY YOU DO BUSINESS.

FIRST BANK

Equal Housing Lender | Member FDIC.

BRANDING



BRANDING

DIAL UP

THE WAY YOU DO BUSINESS.

Mastercard® Business Card with Rewards

Autobooks

Point of Sale & E-Commerce Systems

Countertop & Virtual Terminals

Payroll Direct Deposit

Mobile Payment Processing

FIRST BANK

DIAL UP YOUR PAYMENTS TODAY.

DIAL UP

THE WAY YOU DO BUSINESS.

FIRST BANK

Turn up the volume on more convenient ways to run your business.

First Bank has more options than ever when it comes to getting paid, making payments, and simplifying the way you do business.

COUNTERTOP & VIRTUAL TERMINALS

MATERIALS CARD WITH AWARDS

AUTOBOOKS

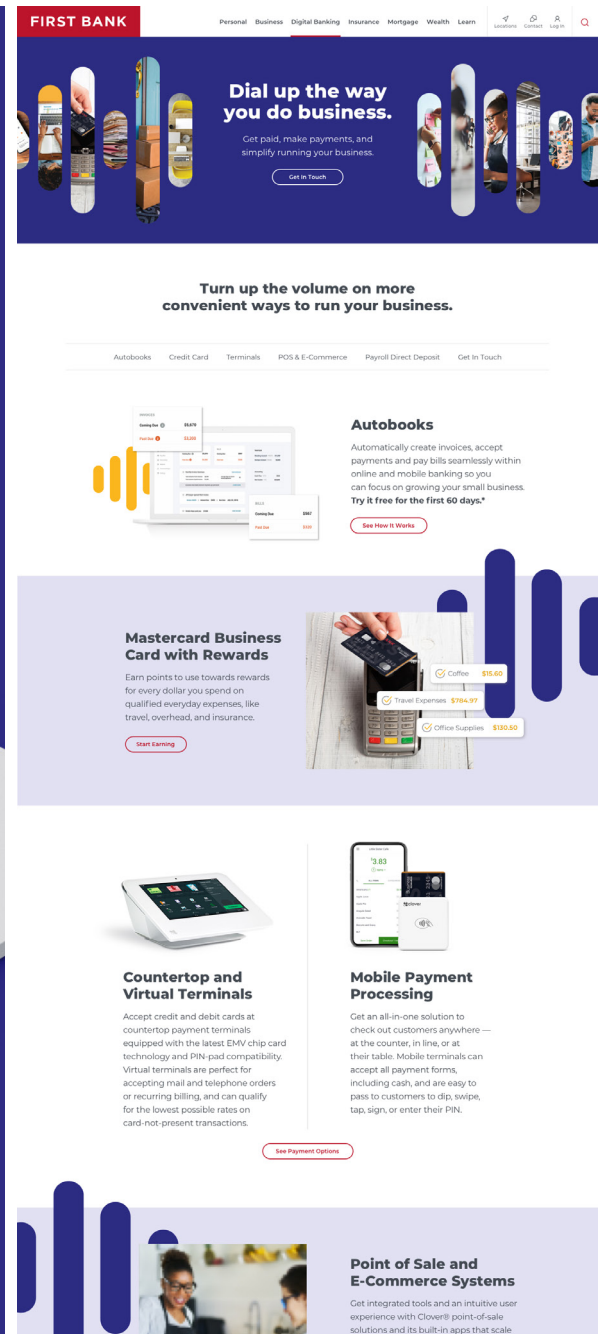
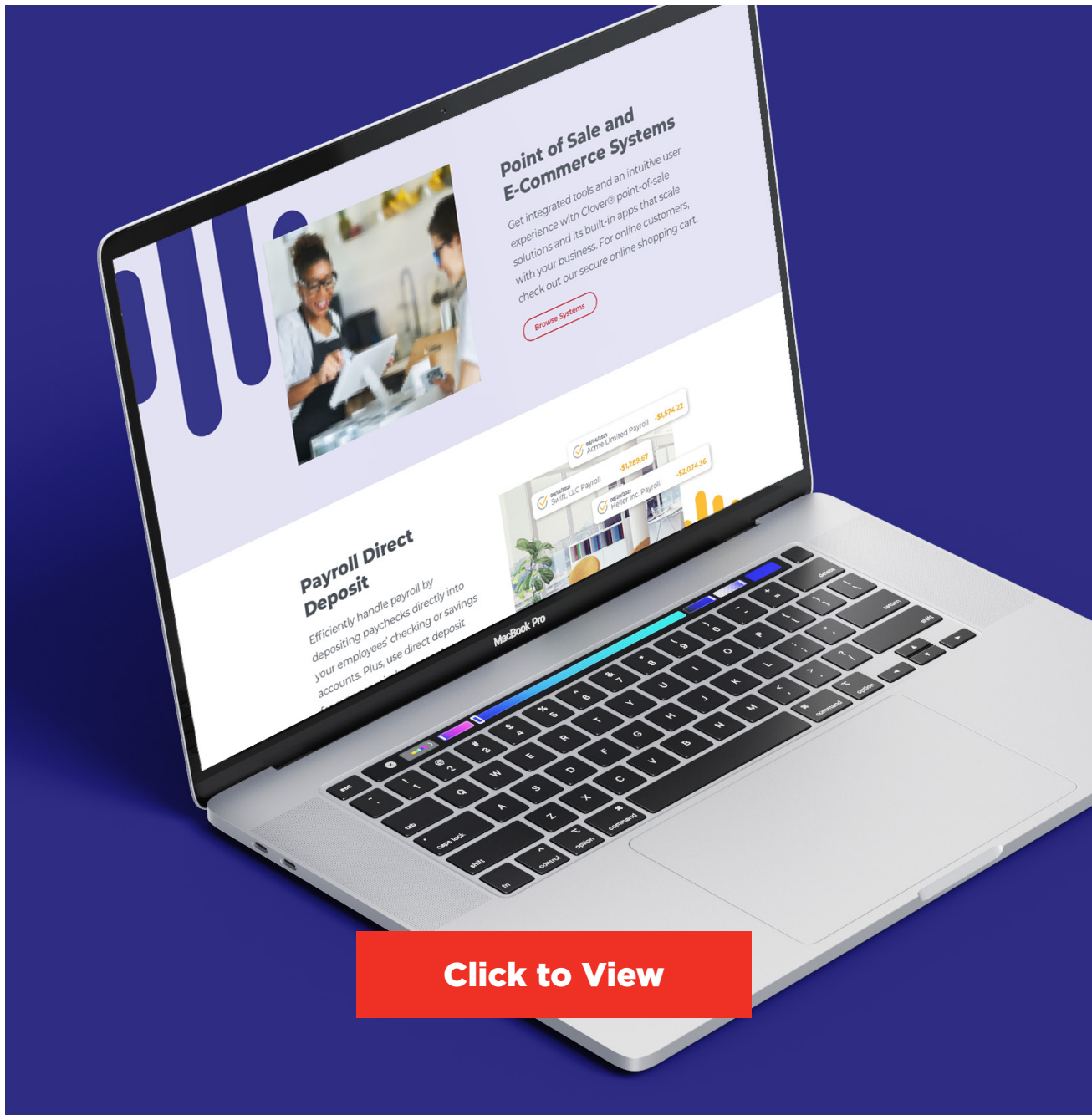
POINT OF SALE & E-COMMERCE SYSTEMS

MOBILE PAYMENT PROCESSING

PAYROLL DIRECT DEPOSIT

DIAL UP YOUR PAYMENTS TODAY.

WEBSITE LANDER



Dial up the way you do business.

Get paid, make payments, and simplify running your business.

[Get In Touch](#)

Turn up the volume on more convenient ways to run your business.

[Autobooks](#) [Credit Card](#) [Terminals](#) [POS & E-Commerce](#) [Payroll Direct Deposit](#) [Get In Touch](#)

Autobooks

Automatically create invoices, accept payments and pay bills seamlessly within online and mobile banking so you can focus on growing your small business. **Try it free for the first 60 days.***

[See How It Works](#)

Mastercard Business Card with Rewards

Earn points to use towards rewards for every dollar you spend on qualified everyday expenses, like travel, overhead, and insurance.

[Start Earning](#)

Countertop and Virtual Terminals

Accept credit and debit cards at countertop payment terminals equipped with the latest EMV chip card technology and PIN-pad compatibility. Virtual terminals are perfect for accepting mail and telephone orders or recurring billing, and can qualify for the lowest possible rates on card-not-present transactions.

[See Payment Options](#)

Point of Sale and E-Commerce Systems

Get integrated tools and an intuitive user experience with Clover® point-of-sale solutions and its built-in apps that scale