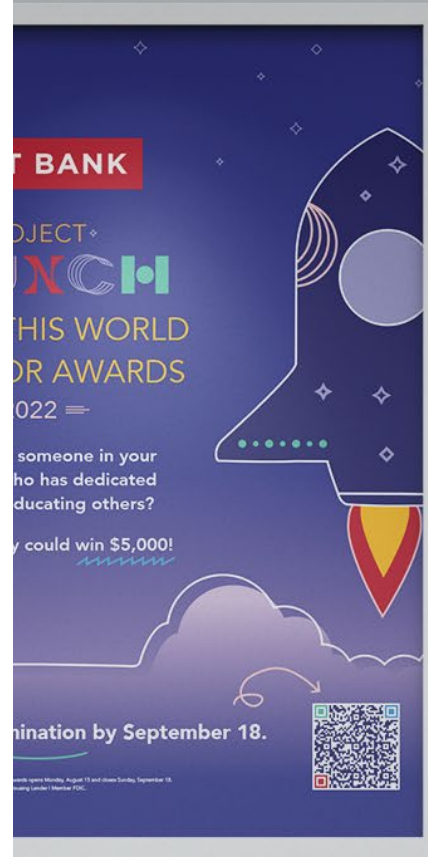


148c Integrated Marketing Campaign

First Bank Project Launch

RIVERS

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



The Project

First Bank is a North Carolina bank that advances good in the community by supporting strong advocates and starting new programs and foster civic responsibility and action. Rivers' work branded the bank's service efforts under the name and visual identity Power of Good. At its heart, Power of Good aims to be a tangible, long-term difference in people's lives, to engage and energize associates and customers, and to build upon the bank's reputation as a pillar of support in communities across the Carolinas. Our work has positioned the program as an accessible, exciting and worthwhile opportunity for everyone in the community.

Our newest Power of Good Campaign, Project Launch, was a call to action for anyone across First Bank's footprint to participate in innovation for education. The ads, website and on-site activation materials feature playful illustrations and animations that center on space themed elements set against saturated purple of the First Bank brand. The communications we created were seen by the bank's 130,000+ customers and throughout communities across the Carolinas.



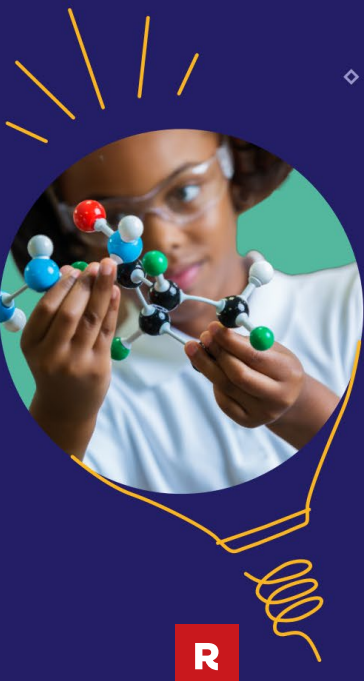
POWER OF GOOD

PROJECT

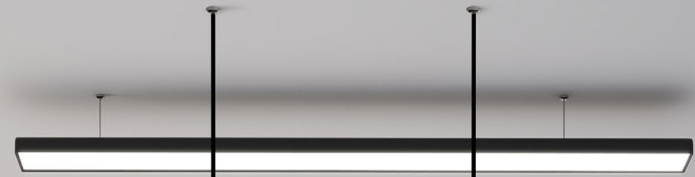
LAUNCH

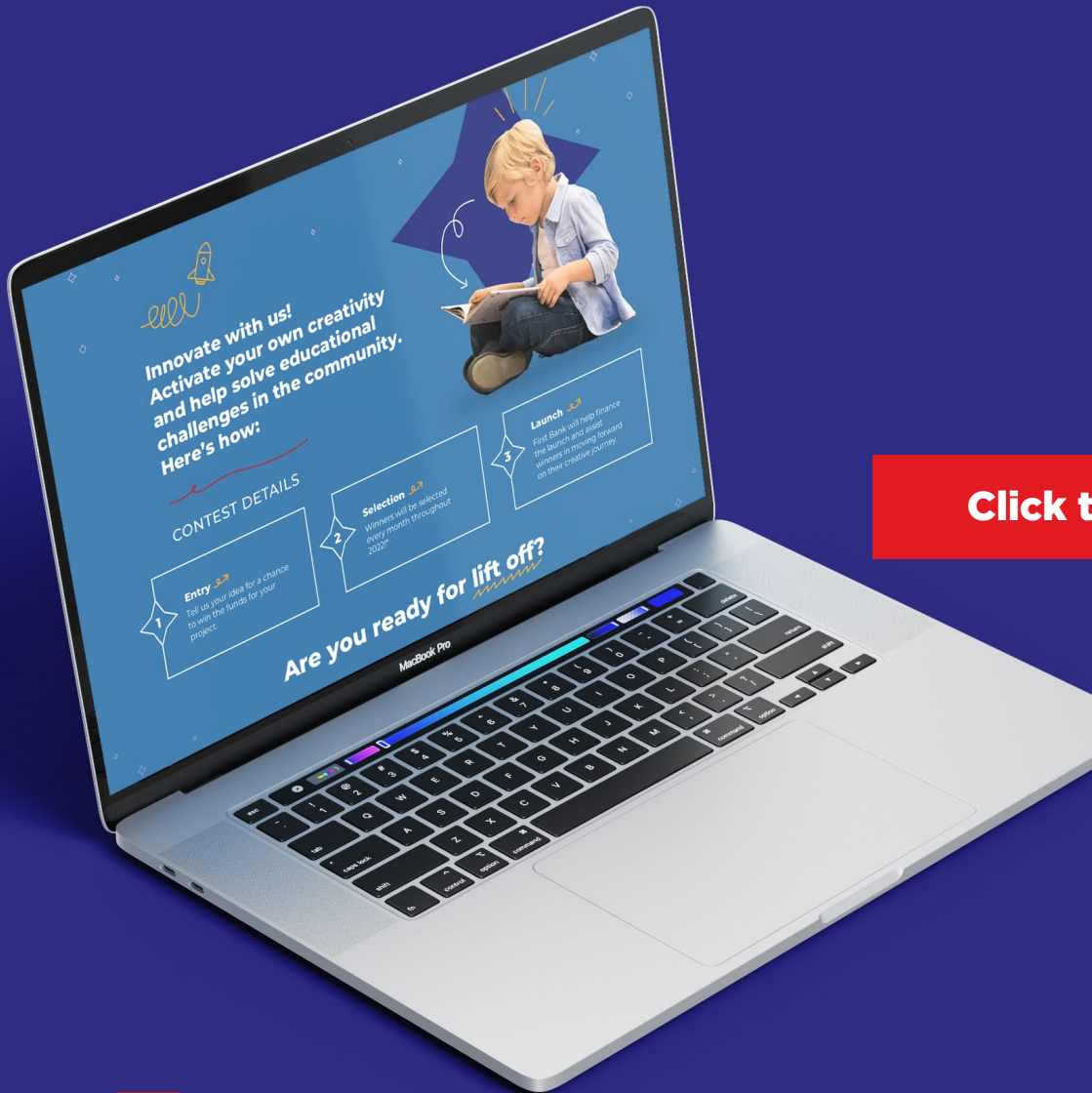
CONTEST

Calling all creative thinkers,
nonprofits, educators, and
entrepreneurs.



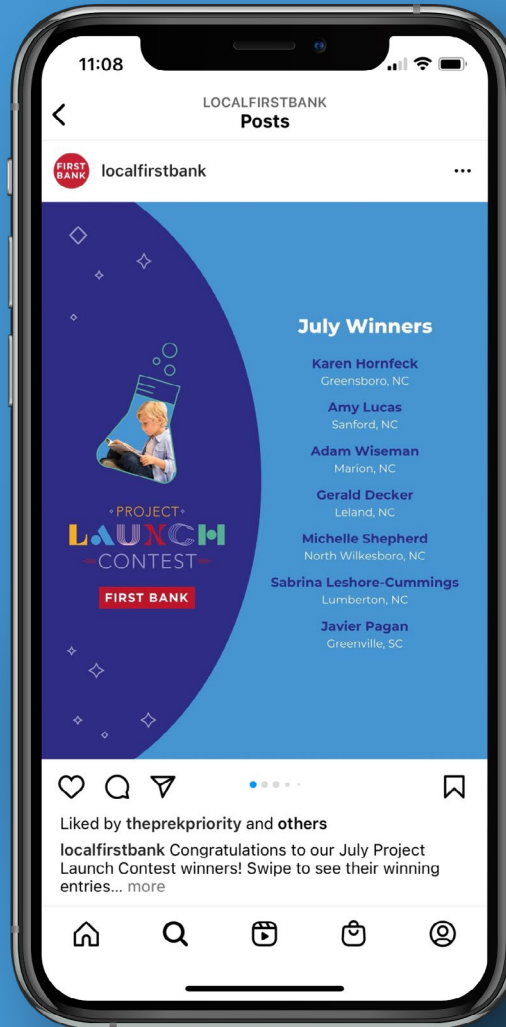
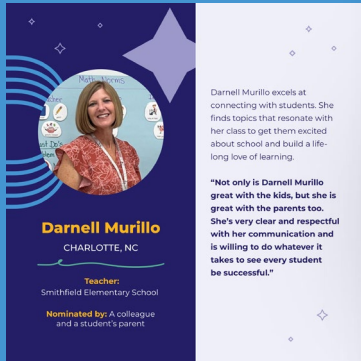
BRANDING



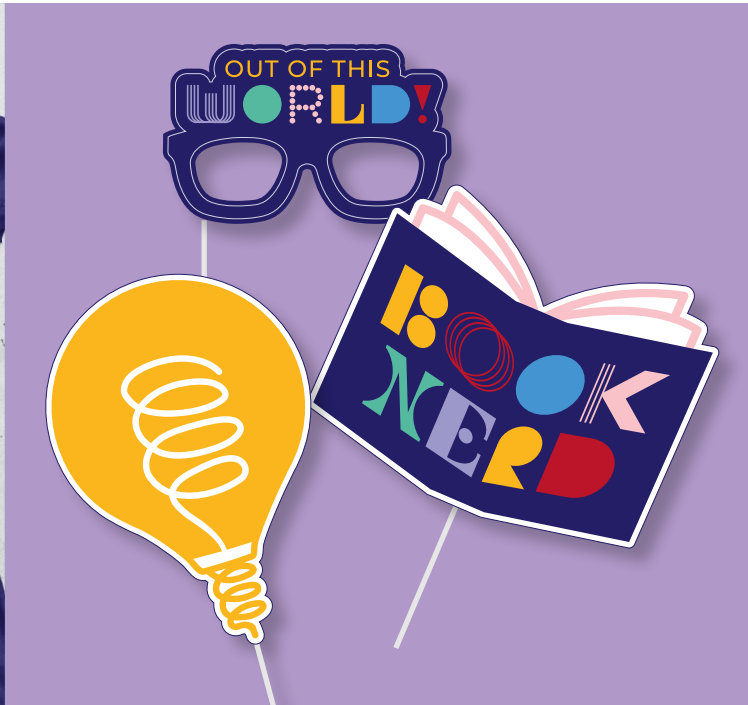


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BRANDING





OUT OF THIS WORLD EDUCATOR AWARDS



≡ 2022 ≡



Nominate the brightest star.



BRANDING

FIRST BANK

+PROJECT+
LAUNCH
OUT-OF-THIS-WORLD
EDUCATOR AWARDS
2022

Do you know someone in your community who has dedicated their life to educating others?

If selected, they could win **\$5,000!**

Enter your nomination by **September 18.**

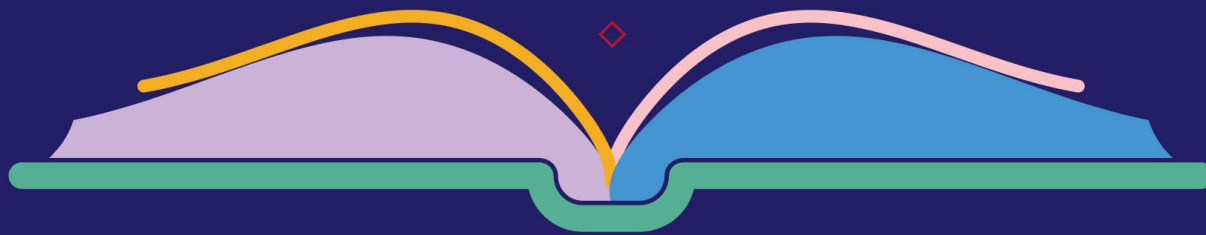
*The nomination period for the Out-Of-This-World Educator Awards opens Monday, August 15 and closes Sunday, September 18. See award terms and conditions for more details. © Espar Printing Center Member FDIC.





BOOK CLUB

For kids and the love of reading.



BRANDING

