

Media Is The Message

How does a regional business-focused bank begin to own a specific industry or business vertical? By sending them a candle.

Androscoggin Bank wanted to demonstrate why they are THE business bank for Maine's law firms without getting lost in the sea of sameness coming from banks. The bank needed to reach a very specific targeted audience, and increase brand awareness in a way that demonstrated expertise and confidence to motivate lawyer prospects to engage with a relationship manager. Androscoggin takes a no-nonsense approach to banking; therefore, we had to take a no-bull, direct approach to the campaign.

Lawyers work fast, pivot efficiently, demand urgency, and avoid non-billable hours like the plague. Lucky for them, Androscoggin knows better than anyone that time is money, and has the skills and services to help their customers get more of both.

Our goal: create a campaign that doesn't waste anyone's time. Instead of the typical lengthy sales calls and in-depth collateral pieces, we kept it brief so Androscoggin's targets could keep it billable through some highly unconventional direct mail.

To ignite enough intrigue to trigger direct outreach to the Androscoggin sales force, we collaborated with a local small business to create law-scented candles to send directly to 250 law firm owners. This personalized collection included: "Subpoena Colada," "You Can't Handle The Spruce," and "Closing Argumints." Along with the candle, decision-makers received a card from a relationship manager inviting them to call for a brief conversation, or to visit the campaign-specific landing page to learn more about why Androscoggin is the business bank for law firms. The landing page was simple, streamlined and specially designed to provide time-strapped lawyers with relevant information quickly.

No other media channels offer the ability to surprise and delight with a personal touch like traditional direct mail. Without the media buy, the campaign would not have been successful in cutting through the clutter and proving to lawyers that Androscoggin means business. After all, it's not possible to smell virtual candles...yet!