

69th Annual Advertising Club of CT Awards Show

Project Description: Webster Moments RetroFret Vintage Guitars

As part of the successful Webster Moments series, we set out to showcase how Webster Bank helped one of its most unique clients: RetroFret Vintage Guitars. The goal was to depict Webster as a trusted, integral partner in the continued growth of RetroFret. The Webster team worked with shop owner Steve to refinance a new store location and maximize the space through expanding inventory. The video depicts how Webster helped RetroFret "operate at a higher level," serving as educators and mentors, fueling economic development on a personal level — and ultimately helping RetroFret dramatically expand their inventory and quadruple their team.