

“ In Nerland Agency we have found an agency that genuinely has a desire to **GROW OUR BUSINESS** and partner with our bank.”

– Blythe Campbell, Senior Vice President,
Marketing & Communication
Northrim Bank



FINE-TUNING BRAND DIRECTION FOR NEW AUDIENCE ACCEPTANCE.

Northrim Bank generated awareness and preference by re-focusing its strategic branding and communications platform on business customers rather than a traditional consumer market.

► THE CHALLENGE

Operating in a tough economic environment for lending, this community bank was solvent and ready for loan transactions to business. Finding a way to communicate this message in a negative financial news media environment was essential to success.

► STRATEGIC TRUST:WORKS INSIGHT

It was difficult for Northrim to build the trust necessary for a business market when the bulk of its marketing highlighted “Free Checking” to low-intensity relationship consumers. With an aggressive goal to grow commercial loans with higher intensity business customers, managerial competence and integrity offered the most persuasive message.

► THE NERLAND SOLUTION

The brave:works “Achieve More” campaign was a clear departure from Northrim’s previous marketing, illustrating the bank’s position as a dynamic leader in the business development community. Proof points demonstrated the fact that Northrim had both money to lend and marketplace expertise to share.

See brave:works every day at nerland.com.



NERLAND AGENCY
worldwide partners