



# Regional Bank Creates One-Stop Shop for Marketing With CampaignDrive

Learn how a major midwest bank is maximizing asset reuse and user adoption, while deploying its brand in a consistent and disciplined way.

# Driving User Adoption with Practical Brand-Activation Tools

With 39 branch offices in six states and loan operations in an additional 13 states, this regional bank faced a complex marketing-operations challenge: How to help branch managers and loan officers achieve the marketing agility they need to respond to opportunities and competitive threats in their local markets, while ensuring that the brand voice continued to gain the consistency and visibility required to improve brand equity over time

"This has been an incredible experience as we work with you.

"Couldn't be happier with your support right now.

"This is exactly the partnership I had hoped for when we signed onboard."

—Director, Demand Generation

The future-state vision was to create a true, one-stop shop for all local marketing and sales activities, where local users could find the materials they need in a matter of seconds, and download them for immediate use or customize content where appropriate. The range of materials envisioned was impressive: from social media and content marketing, to brand advertising and identity materials, to in-branch signage, teller mats, counter cards and other point-of-contact materials.

Brand management also wanted to create a user experience in which static assets, sit side-by-side with carefully locked dynamic templates and traditional Word and Powerpoint files that could be used without constraints.

Supported by the CampaignDrive platform, the brand-management team was able to make the journey from vision to reality in less than three months.

## Goals

- Create a one-stop shop for all kinds of marketing materials, including social, digital, print, and beyond.
- \_\_Train branch and local personnel in the organization and functions of the site, to maximize user adoption
- Blend static assets and dynamic templates to achieve the optimal blend of marketing efficiency and brand integrity.
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## Results

- **100% user adoption** in first three months post-launch.
- **50/25/25 balance** between static assets, dynamic templates, and free-form Word and Powerpoint templates.
- Asset re-use now on track to **exceed 400% annually**.

To learn more about the CampaignDrive  
brand-to-local platform, visit [www.pica9.com](http://www.pica9.com)