

MIDWESTERN BANK SEEKS *LTRS.*

F&M Bank Dream Builder Campaign

Build *long-term relationships* with
customers—from the cradle up.

THE ASK:

F&M Bank wanted to attract younger customers who would open new accounts and stay with the bank long-term.

THE RESPONSE:

Working with the bank, Pannos began the account-building process by identifying the target audience and age groups for this account, and the unique benefits it would offer at various stages of youth—thereby rewarding those who stay with the bank.

With young customers ages 0 to 21 in mind, we set out to highlight age-specific rewards in a marketing campaign that reached parents, grandparents, and young people alike.



IS IT AN ACCOUNT TO LAST THROUGH THE YEARS?

» [VIEW THE CASE STUDY](#)



Want to play for keeps?
Stop by Booth **#142** and let's start
planning for the long haul.

603.625.2443 : pannosmarketing.com