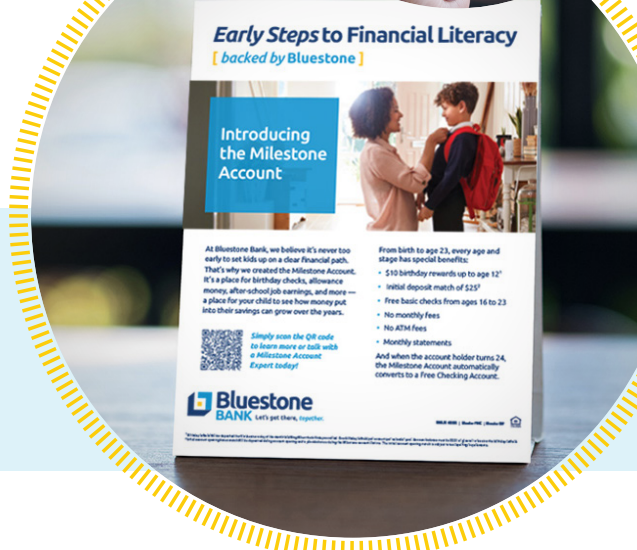




GROW WITH THEM, GROW FOR THEM.

Bluestone Bank Milestone Account

What you do when you're looking to serve younger customers as early as possible, how to launch one account that appeals to ages 0 to 23.



THE ASK:

Bluestone Bank asked Pannos to help them develop and market the Milestone Account an account that changes and grows through the stages of childhood and young adulthood. The goal was to reach existing customers and persuade new customers/parents to open an account for their child(ren).

THE RESPONSE:

The process began with discovery sessions, strategically crafted to inform the right marketing approach and explore the best channels to get to the bank's goals.

With data as our guide, Pannos went to work and created a fully-integrated campaign for the Milestone Account that progresses as a child grows. In-branch signage, drive-up posters and signage, digital assets including a landing page and targeted ads, as well as social media ads and stories were deployed.

SO, HOW DID THE KIDS DO?

» [VIEW THE CASE STUDY](#)



Need help launching a new idea?
Stop by Booth #B041.

603.625.2443 : pannosmarketing.com