



For Immediate Release

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**UNIQUE APPROACH AND STRATEGIC INSIGHT FOR SALEM FIVE BANK SETS
ALLEN & GERRITSEN APART, AGENCY WINS ACCOUNT**

Watertown, MA (February 11, 2009) – In approaching the opportunity to work with Salem Five Savings Bank, Watertown based Allen & Gerritsen (a&g) focused on truly understanding the needs of banking customers and their expectations of the banking experience. The agency was awarded the business as a result of its deep audience intelligence experience, strategic insight and the ability to activate its experiential and digital practices.

“We asked a&g to come up with a creative strategy to get banking customers to consider Salem Five and simply come in to our branches or visit us online,” said Martha Acworth, Senior Vice President and Chief Marketing Officer at Salem Five Bank. “a&g set itself apart by demonstrating fluency in a number of competencies including guerilla, viral, online and retail marketing, but especially for its non-traditional approach to bank marketing.”

Allen & Gerritsen’s Audience Intelligence uncovered key insights that would influence and encourage customers to try out a new bank. In a weak economy, the fact that Salem Five is a mutual bank adds to the appeal of considering a switch. Once customers are comfortable



with a new banking environment, selling more services, such as checking and loans becomes more successful.

“Our pitch was essentially a new brand platform for Salem Five, one that is relevant for today but not so "in the moment" that it becomes irrelevant as soon as market conditions improve,” said Andrew Graff, President and CEO of Allen & Gerritsen. “Clearly, we think a lot like Salem Five, a business that has built a foundation of listening to customers and evolving in order to remain relevant.”

The bank’s new campaign is expected to break in early 2009.

The Salem Five account was awarded after a formal review conducted by Pile & Company. Billings were undisclosed.

About Allen & Gerritsen:

Always focused on what’s next, Allen & Gerritsen (a&g) strategically combines technology, creativity, media and analytics to develop digital, experiential and traditional branding experiences. Ranked by Advertising Age as one of the Top 50 Independent advertising agencies in the US, a&g creates conversations and builds connections that contribute to the bottom line. Their roster of global, consumer and BtoB clients includes the Berklee College of Music, Bright Horizons Family Solutions, the Boston Public Library, The Boston Bruins, The Boston Celtics, Cybex International, Hannaford Supermarkets, MFS Investment Management, Ninety Nine Restaurants, New England Baptist Hospital, RCN and Waters Corporation.

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