



# NEWS RELEASE

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## **NORWAY SAVINGS BANK BRINGS HOME NATIONAL FINANCIAL MARKETING AWARDS**

NORWAY, Maine – Norway Savings Bank has received one of the nation's most prestigious honors for financial marketing by winning two American Bankers Association's 2009 Financial Marketing Awards on September 14, 2009 in San Antonio, Texas. Norway Savings Bank earned the Financial Marketing Excellence Award, which is given to the bank with the best campaign overall and was also awarded for its branding campaign, *Colorful Solutions*, in the Brand Campaign category among banks of similar size.

The *Colorful Solutions* campaign consists of a series of six television, five radio and six print advertisements showcasing Norway customers. Each customer represented a color throughout the campaign, creating a consistent point of view throughout all campaign collateral. The campaign was created by Leslie Evans Design Associates in Portland, Maine with creative credits going to creative and art director Leslie Evans, copywriter Geoff Currier, director and print photographer David McLain. The campaign featured the following Norway customers:

- Mike Skillin – Skillins Greenhouse, Falmouth (Green)
- Jill McGowan – Jill McGowan, Inc., Portland (White)
- Andy Charles – Havens Candies, Westbrook (Brown)
- Debi Irons – Art Moves Dance Studio, Norway (Red)
- Peter McAleney – New Meadows Lobster, Portland (Orange)
- Gail and Terry Bragg, Falmouth (Blue)

A panel of financial service marketers and advertising professional across the country judged each entry based on execution of the communications strategy, message and positioning, as well as the campaign's overall results.

Entries were divided into 6 categories including annual report, brand, customer acquisition and retention, financial education, humor and impact. Each category was judged

according to banks' asset levels. Entrants included banks, savings and loans, insurance companies, brokerage firms, investment firms, and credit card companies.

“This is a wonderful honor to receive the top overall award for our brand advertising efforts,” said Karen Hakala, Senior Vice President of Marketing at Norway Savings Bank. “We are thrilled to be recognized for the creativity and ingenuity that went into this campaign.”

The ABA Financial Marketing Awards were established in 1972 to recognize bank marketing professionals and their agencies for creative excellence.

*Founded in 1866, Norway Savings Bank is a leading mutual banking and financial services company headquartered in Norway, Maine. As of June 30, 2009, Norway Savings Bank had over \$920 million in total assets and provided financial services through 22 branches and over 200 ATM locations to over 36 thousand households in western and southern Maine. The bank operates divisions in asset management, personal and business banking. Norway Savings Bank has earned Bauer Financial, Inc.'s 5-Star Superior rating for the last 77 consecutive quarters for financial strength and stability. Also, in 2007 and 2008, Norway Savings Bank was recognized as one of the Best Places to Work in Maine by the Society for Human Resource Management's Maine State Council. For more information, visit <http://www.norwaysavingsbank.com>*

*The American Bankers Association brings together banks of all sizes and charters into one association. ABA works to enhance the competitiveness of the nation's banking industry and strengthen America's economy and communities. Its members – the majority of which are banks with less than \$125 million in assets – represent over 95 percent of the industry's \$13.3 trillion in assets and employ over 2 million men and women.*

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