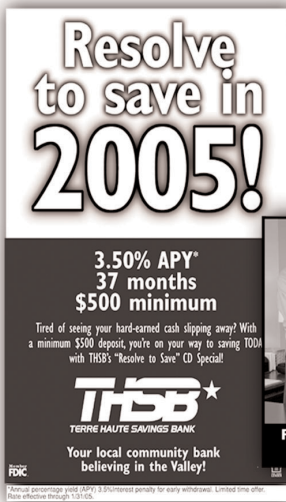




ADVERTISING - OUTDOOR

The billboard campaign allowed Terre Haute Savings Bank to differentiate itself from other regional banks. Use of the tagline and faces of actual bank employees increased the visibility and enabled further brand building.



ADVERTISING - PRINT ADS

The newspaper and journal ad campaign for Terre Haute Saving Bank was used to promote specific products and the employee themed branding.



ADVERTISING - TELEVISION

The television commercial campaign allowed Terre Haute Savings Bank to differentiate itself from other regional banks, and featured a unique illustrative style.