

## Arundel Federal Savings Bank

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**Situation** Arundel Federal Savings Bank (AFS) is a financial institution that is headquartered in Glen Burnie, Maryland and operates six branches in Anne Arundel County. While it is one of the top 30 mortgage loan producers in the country, it was looking to attract new mortgage business as well as draw current customers to its Wealth Builder IRA long-term savings product. After a review process involving several area marketing firms, AFS selected the Channel team for the assignment.

**Solution** Our mortgage campaign focused on showcasing actual AFS mortgage officers and their take on providing the best mortgage solutions and service for customers. Given the often stressful and impersonal process of loan qualification with most lending institutions, our approach emphasized the warm, one-on-one attention provided by AFS. This concept was applied to a landing page (with a vanity URL we proposed that supported the overall campaign—mortgagemadepersonal.com), online banner ads, print ads, newspaper sticky notes, as well as videos of each mortgage officer discussing various topics related to finding the optimal mortgage loan.

For the Wealth Builder IRA campaign, Channel developed a youthful look and feel aimed at engaging millennial customers who are likely to be enjoying rising incomes and establishing families. Leveraging this audience's wariness of large national banks, we created an approach for Wealth Builder that centered on AFS's strength as a community bank in tune with the needs of its customers. Images of young professionals and messaging presenting personal statements around the benefits of Wealth Builder defined the creative elements of the campaign. These included a landing page, in-branch posters, and a series of postcards.

**Result** Early results of the recently launched campaigns show promising outcomes, with an increase of customers opening Wealth Builder accounts and a steady volume of mortgage customers. Over a two-month period, our Mortgage Made Personal landing page attracted 656 users, 807 page views, and 1,274 clicks on Facebook ads while our Wealth Builder IRA landing page pulled in 1,374 users, 1,831 page views, as well as 1,062 Facebook ad clicks. AFS leadership was extremely pleased with the fresh look and feel of both campaigns and the manner in which they highlighted the bank's customer relationships.

- theme and tagline
- campaign look and feel

**Research Modes Used:**

Competitive landscape research  
Stakeholder interviews  
Mystery shopping visit

## *Mortgage Made Personal*

It's all about finding opportunities that fit you best and eliminating the stress and worry. Arundel Federal loan originators are happy to guide you through all the steps of choosing and qualifying for a mortgage loan.

*I'm Stephanie Fountain, an  
Arundel Federal Loan Originator.*

*Whether you're looking to qualify  
for or refinance a mortgage,  
I'm here to serve you.*

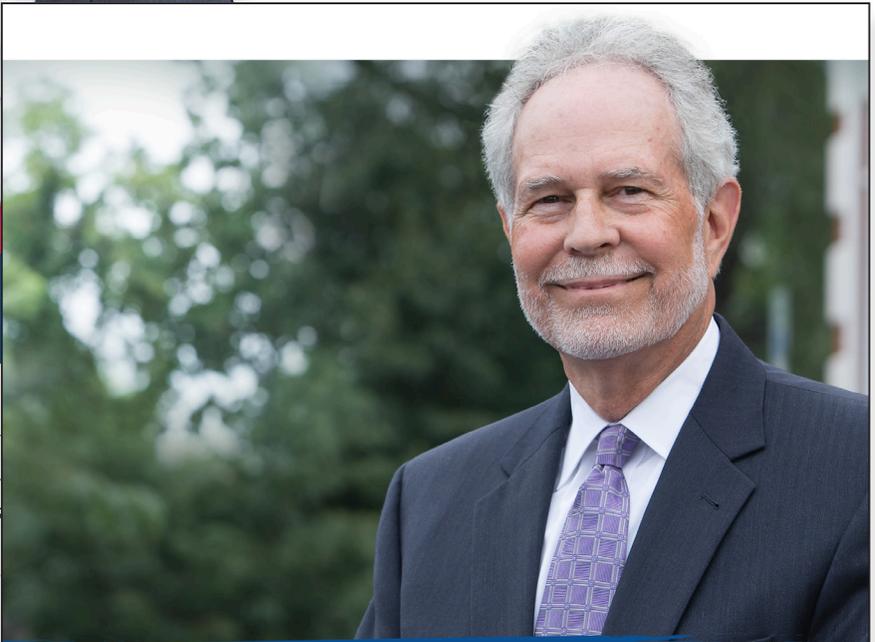
*Welcome*





Welcome

Hello-my name's Van Mills. While my  
Originator at Arundel Federal, my job is  
financing experience as easy and hass  
Call me at 410-787-3847 or visit mo



Welcome

I'm Dave Costello, President of Arundel Federal. We  
know a home is one of the biggest purchases of your life.  
So when it comes to helping you make it a reality, we're  
with you every step of the way.

Call me at 410-768-7800 or visit [mortgagemadepersonal.com](http://mortgagemadepersonal.com)

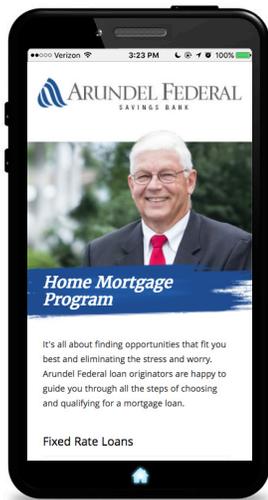


[MortgageMadePersonal.com](http://MortgageMadePersonal.com)



- responsive website
- banner ads

mortgagemadepersonal.com



*A hassle-free mortgage.*

*Helpful professionals.*

*All found right here.*

**MortgageMadePersonal.com**



- social media
- pandora ads

**Arundel Federal Savings Bank**  
September 14 · 🌐

In the hunt for a mortgage loan? Thinking about refinancing your current mortgage? Give Stephanie a call at 410-787-3851 or visit [www.mortgagemadepersonal.com](http://www.mortgagemadepersonal.com).



**Arundel Federal Savings Bank**  
September 22 at 3:00pm · 🌐

Purchasing a home is one of the biggest purchases of your life. We make your home-financing experience as hassle-free as possible. Give Van a call today at 410-787-3847.



*Welcome*

*Hello—my name's Van Mills. While my title is Loan Originator at Arundel Federal, my job is to make your home financing experience as easy and hassle-free as possible. Call me at 410-787-3847 or visit [mortgagemadepersonal.com](http://mortgagemadepersonal.com)*

ARUNDEL FEDERAL SAVINGS BANK MortgageMadePersonal.com

Like Comment Share

**Arundel Federal Savings Bank**  
September 28 at 12:00pm · 🌐

Buying a home should be an exciting experience! Visit: [www.mortgagemadepersonal.com](http://www.mortgagemadepersonal.com)



*I'm Dave Costello, President of Arundel Federal. We know a home is one of the biggest purchases of your life and we're with you every step of the way.*

Home Mortgage Program

Like Comment Share

12:00 PM

Michael Zapruder Radio

Uninterrupted listening by Land Rover



Ads For Feelings ^  
Michael Zapruder  
Dragon Chinese Cocktail Horoscope

3:50 ————— 2:00

12:00 PM

Michael Zapruder Radio

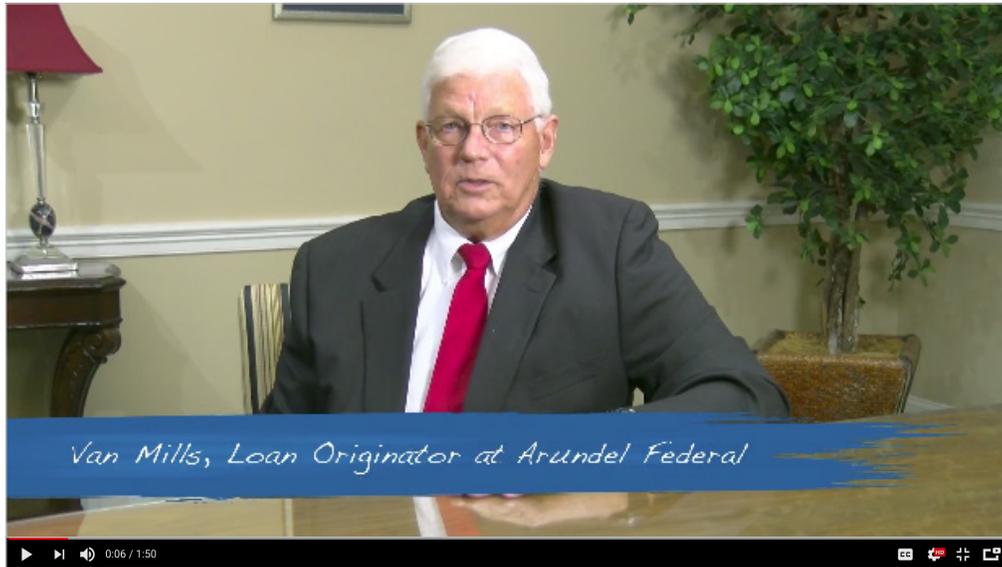



MortgageMadePersonal.com

Your station will be right back... Why Ads?

0:02 ————— 0:15

<https://youtu.be/U2UJ-ZMzenQ>



<https://youtu.be/db2hLATqWYk>



- logo
- theme and positioning
- campaign look and feel

# THE Wealth Builder IRA

## The Wealth Builder IRA:

- Earn higher rates than a savings account
- Grows your money without being locked in a time deposit
- Provides interest rates that increase as your account balance grows
- Start building your wealth with only \$50



THE Wealth Builder IRA

Take your savings to  
*a new level.*

It's never too soon to start saving more for your long-term future. The Arundel Federal Savings Wealth Builder IRA makes it easy to enjoy a wide range of savings benefits:

- Earn higher rates than a savings account
- Grow your money without being locked in a time
- Enjoy interest rates that increase as your account
- Start building your wealth with only \$50

To learn more about how a Wealth Builder can help you achieve greater financial security, visit [AFSWealthBuilder.com](http://AFSWealthBuilder.com) or visit your nearest branch today.



Presort Standard  
U.S. Postage  
**PAID**  
Permit No. 855  
Westminster, MD

**THE Wealth Builder** IRA

“It’s a long-term savings plan that helps me *achieve my goals.*”

[afswealthbuilder.com](http://afswealthbuilder.com)

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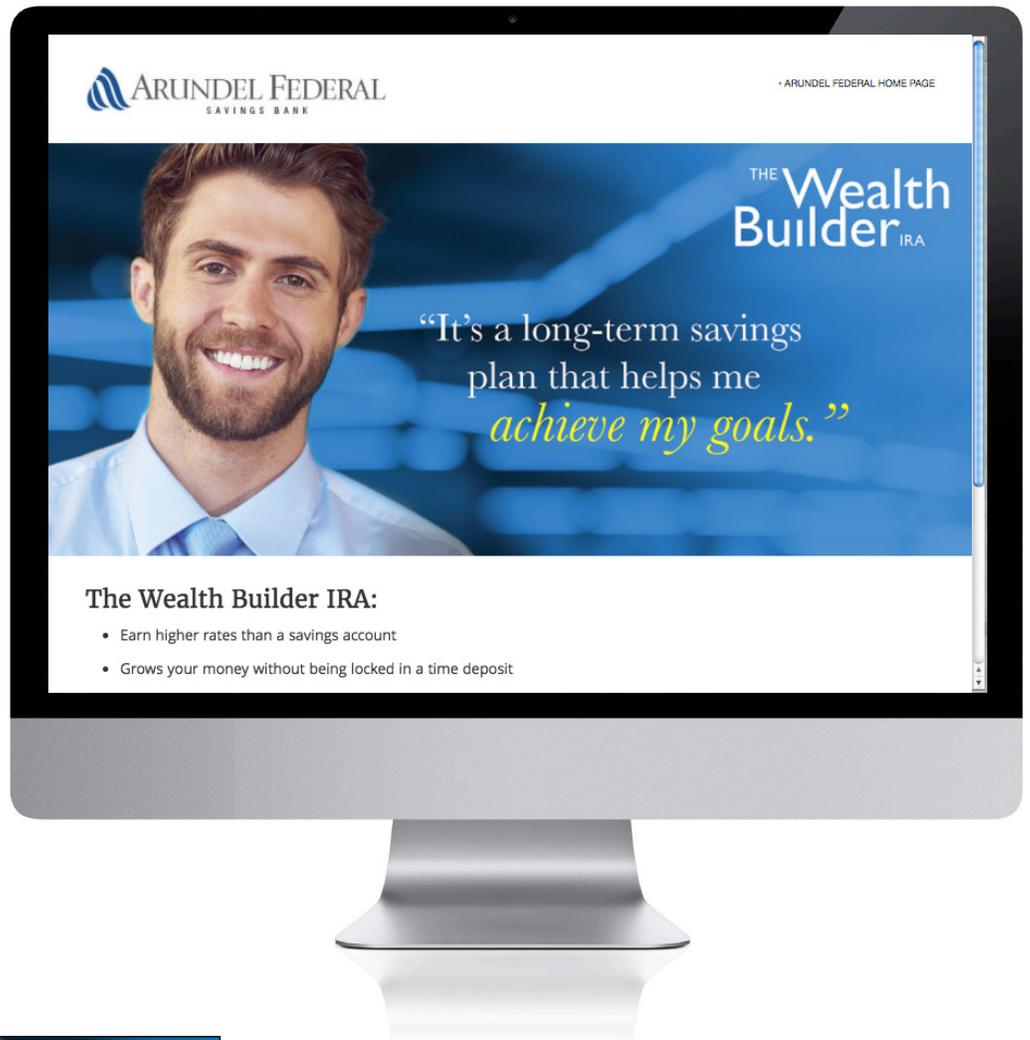
**THE Wealth Builder** IRA

“Arundel Federal’s Wealth Builder IRA helps give me *peace of mind.*”

[afswealthbuilder.com](http://afswealthbuilder.com)

- responsive website
- banner ads

afswalthbuilder.com



"It's a long-term savings...

plan that helps me...

*achieve my goals.*"

THE Wealth Builder IRA



**Arundel Federal Savings Bank**  
October 6 at 12:00pm · 🌐

Wealth Builder plans are available as traditional or Roth IRAs. What's the difference? Visit: [www.afswealthbuilder.com](http://www.afswealthbuilder.com)

Member FDIC

**ARUNDEL FEDERAL SAVINGS BANK**

Like Comment Share

**Arundel Federal Savings Bank**  
August 26 · 🌐

Looking for ways to #save? Learn more about how a Wealth Builder IRA can help you achieve greater financial security.

Like Comment

**Arundel Federal Savings Bank**  
September 20 at 1:15pm · 🌐

Learn how to open a Wealth Builder IRA with us by visiting: <https://www.afswealthbuilder.com/>.

Like Comment Share

**Arundel Federal Savings Bank**  
September 29 at 11:00am · 🌐

The Wealth Builder IRA: Start building your wealth with only \$50 and earn higher rates than a savings account. For more info, visit: [www.afswealthbuilder.com](http://www.afswealthbuilder.com).

afswealthbuilder.com

Like Comment Share

**Arundel Federal Savings Bank**  
August 18 · 🌐

Ask us about our Wealth Builder IRA. Earn higher rates than a saving account and start building your wealth with only \$50.

afswealthbuilder.com

Like Comment Share