



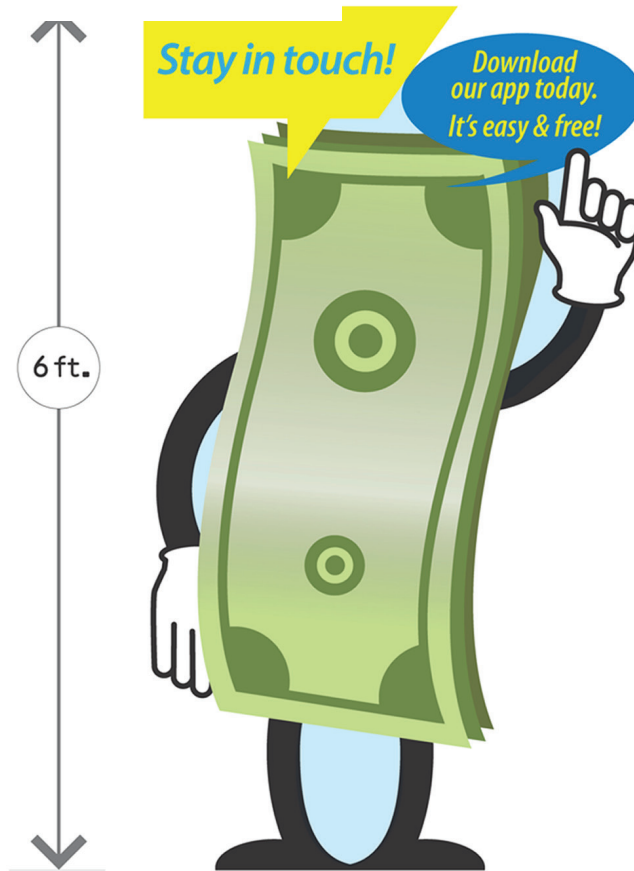
Kiosk Sign



Staff T-shirt



Free Standing Floor Display



Dime Savings Bank of Williamsburgh Mobile Banking Launch

Challenges:

Need to create excitement about online and mobile access for a slow-to-adopt customer base

Motivate branch staff to engage in dialogue with customers

Solutions:

In-branch promotion included sweepstakes, posters, staff t-shirts and free-standing displays

Theme served to humanize and demystify the notion of mobile banking; make it relatable