

Burke & Herbert Bank "Un" Promotion

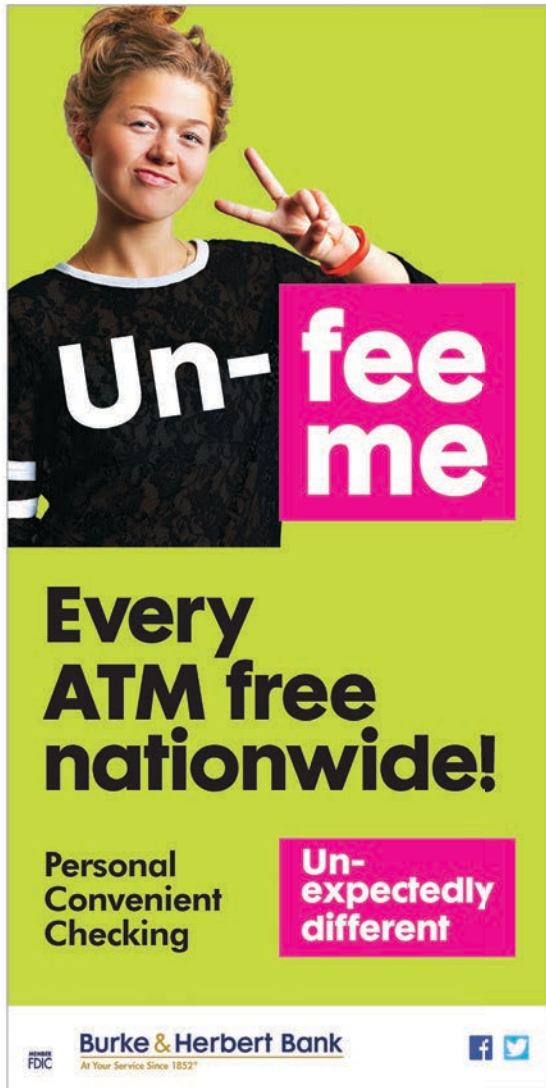
Challenge:

Build awareness of Burke & Herbert Bank's unique banking experience in a crowded field

Solution:

Leverage expected account churn in the DC market due to a local bank merger, bad PR for a major bank in the area and a change in the White House administration

Create a multi-channel campaign that uses the idea of negation to express what's different about Burke & Herbert Bank in a bold and memorable way; in-your-face type treatments, striking color contrasts and whimsical word-play help drive home the messaging



Un-fee me

Every ATM free nationwide!

Personal Convenient Checking **Un-expectedly different**

Burke & Herbert Bank
FDIC At Your Service Since 1852

ATM Poster



Un-blah blah me

Business Banking you can get excited about.

Un-expectedly different

Burke & Herbert Bank
At Your Service Since 1852

Take One



Un-pay!

Rebates on your ATM fees.

[Learn more.](#)



Un-tricky

Clear, sensible Business Banking.

[Learn more.](#)



Un-slow!

Debit Cards in a sncp.

[Learn more.](#)

Lapel Stickers



Un-wait me

Your new debit card, ready instantly.

Un-expectedly different

[Find out more](#)

Home Page Banner