

Sterling National Bank Theme for Employee Events

Challenge:

Generate excitement for employees during an annual “appreciation event” as well as reinforce and enhance employee awareness of bank’s brand graphics and personality

The theme and creative had to be memorable and breakthrough to spur employee enthusiasm for the event, “kicked up a notch” from prior themes

Solution:

A playful, fun and energetic theme (for two consecutive years) conveyed a sense of pride in working at Sterling: “Power of Purple” leveraged the brand’s primary color; “Rock On” empowered employees to continue their focus on superior client service

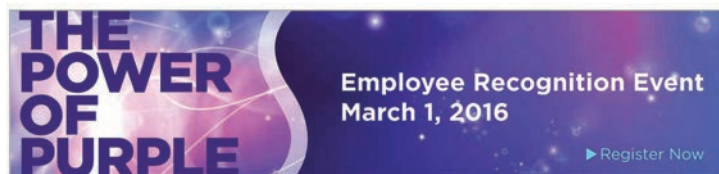
Creative was upbeat and bold; posters and multiple banner ads brought the themes to life in a memorable, motivating way



2016 Poster



2017 Poster



2016 Digital Banner



2017 Digital Banner