
hometown

b a n k c r e a t i v e

SM

> people matter

100 S. Atkinson Road, Suite 116 -PMB 128

Grayslake, Illinois 60030

phone: (224) 338-9270

email: customercare@hometownbankcreative.com

web: www.hometownbankcreative.com

>people matterSM

Welcome to Hometown Bank Creative. We are an independent community based financial services marketing company headquartered in Illinois.

Our specialty is providing institution specific marketing solutions to the customers and communities we serve. With our backgrounds and experience in community banking, we understand the difficulty small to mid-sized financial institutions have attaining affordable, quality marketing programs and talent.

We work with you and your community at a very high level to develop a plan and course of action that meets your specific needs.



**ROYALTY FREE
SERVICES
WE DELIVER**

Newspaper Ads

Brochures

Radio Spots

Banners

Television Spots

Search Engine Optimization

Media Planning

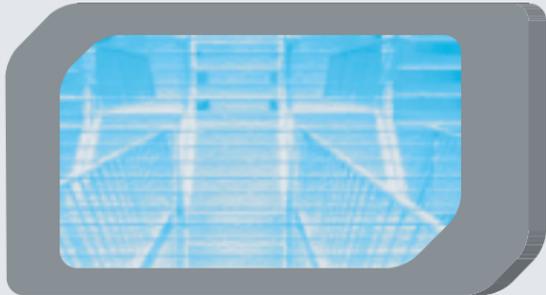
Posters

Jingles

Logo Design

Copywriting

Telephone On Hold

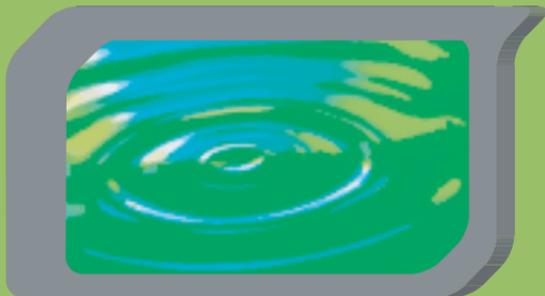


OUR MISSION

Our Mission: We are dedicated to helping community financial institutions meet their monetary objectives and serve their communities.

YOUR VISION

Your Vision: *Insert your financial institution's vision here.*
We make it come to life.



OUR PROCESS

We are a customer specific, financial institution marketing company. The ideas, programs, and strategic plans we create are specific to the bank or credit union we are working with (not “cookie-cutter” options). Our process is very interactive and customer friendly.

We work with your financial institution to implement marketing programs that integrate closely with the communities you serve. The best advertising comes from your customers and we ensure you are at the top of your town’s mind when it comes to financial solutions.

WITH YOU EVERY STEP

Whether you need us with you for a meeting in person or on a conference call, we are always with you each step. From senior management to all staff, we get to know your institution.

We also get to know your community...local newspapers, radio stations, charities, schools, chamber of commerce, and local businesses. Mutually beneficial relationships with each of these entities are critical to a successful marketing program.

WE ARE HERE



ROYALTY FREE CREATIVE SOLUTIONS

Each person and institution matters; we work with you. The creative ideas and programs that are prepared for you do not come from a generic library of options. Each piece of your marketing program is implemented specific to your goals. From graphic design to logo creation and concepts in between, we ensure that your institution's image will be the crisp, consistent vision you are seeking. And...

YOU OWN THE MATERIAL WE CREATE FOR YOU. When we create programs, concepts, advertisements, and alike, you own them. There are no royalty fees to continue using material.

LOCAL SOLUTIONS

Our goal is to provide you with a marketing program specific to your needs that gives you a results driven, competitive edge over your competition. As we begin working with you to coordinate your marketing plan, we provide everything you need to execute the strategy.

Conference calls, e-mail correspondence, and face-to-face meetings are common methods used when working with customers. Additionally, as time goes on, we understand that things change and adjustments will likely be needed to your marketing program. As your consulting Chief Marketing Officer, we are with you every step of the way to ensure each element of your program is calibrated with the ever changing conditions of your marketplace.