



>MOVING MAINE FORWARD

Big-picture strategy

- Living our culture; “the bank of Yes”
- We have capacity for large complex deals but we’re still nimble
- Keep telling stories about how we are Moving Maine Forward

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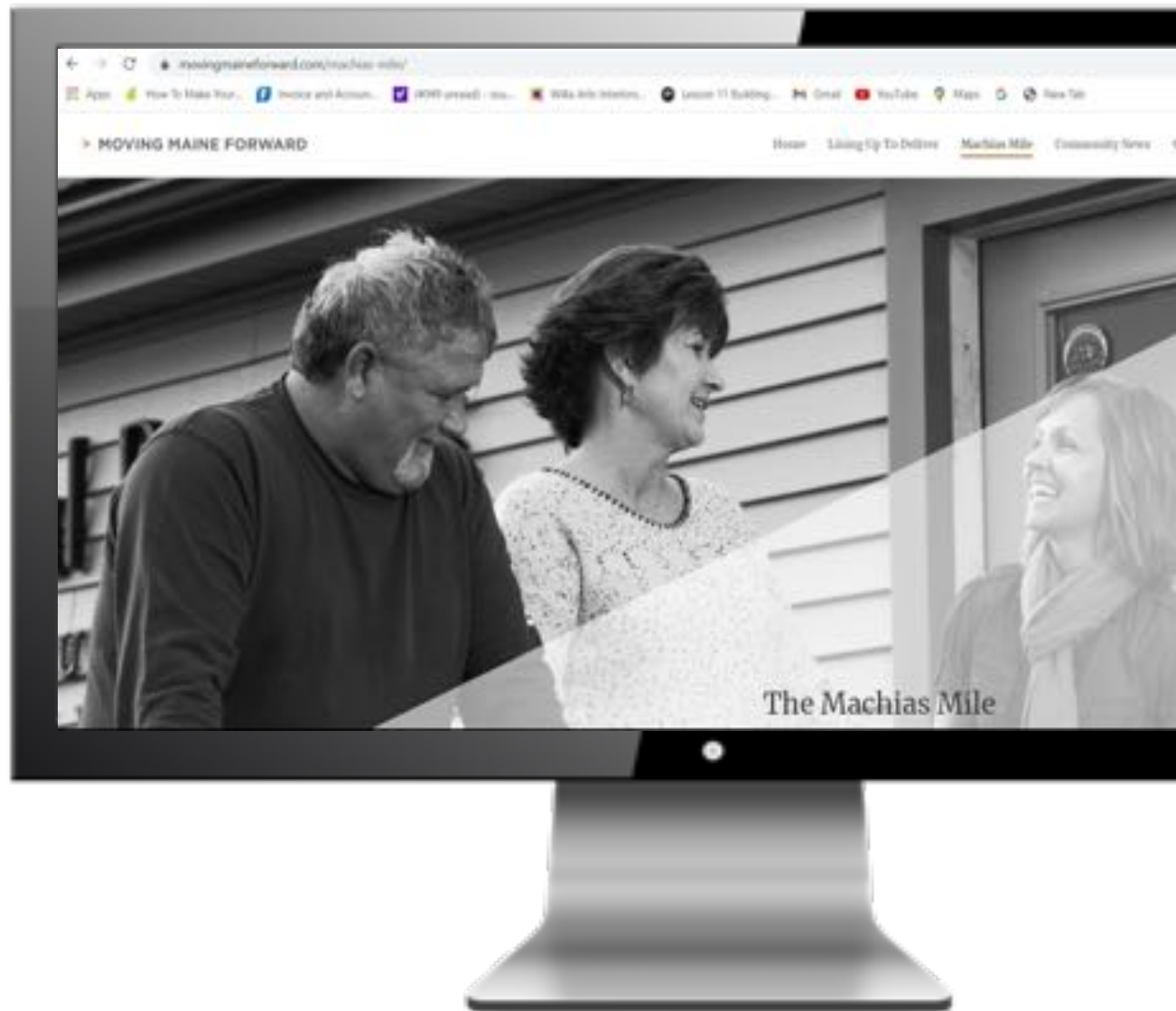
This is our core theme, our **Why**,
that ties many marketing efforts together.

Microsite

Our Moving Maine Forward microsite is a customer-facing website to house branded content:

- Lining Up to Deliver videos
- Machias Mile videos
- Customer Q&As
- Podcast episodes

movingmaineforward.com



Machias Mile

Moving Maine Forward means going above and beyond. It means making an effort to go beyond the transaction and to enter into a relationship with our customers. It's about having a spirit of generosity and acting on the warm-hearted impulses we all have to make a difference in the lives of others.

That's the Machias Mile.

Machias Mile

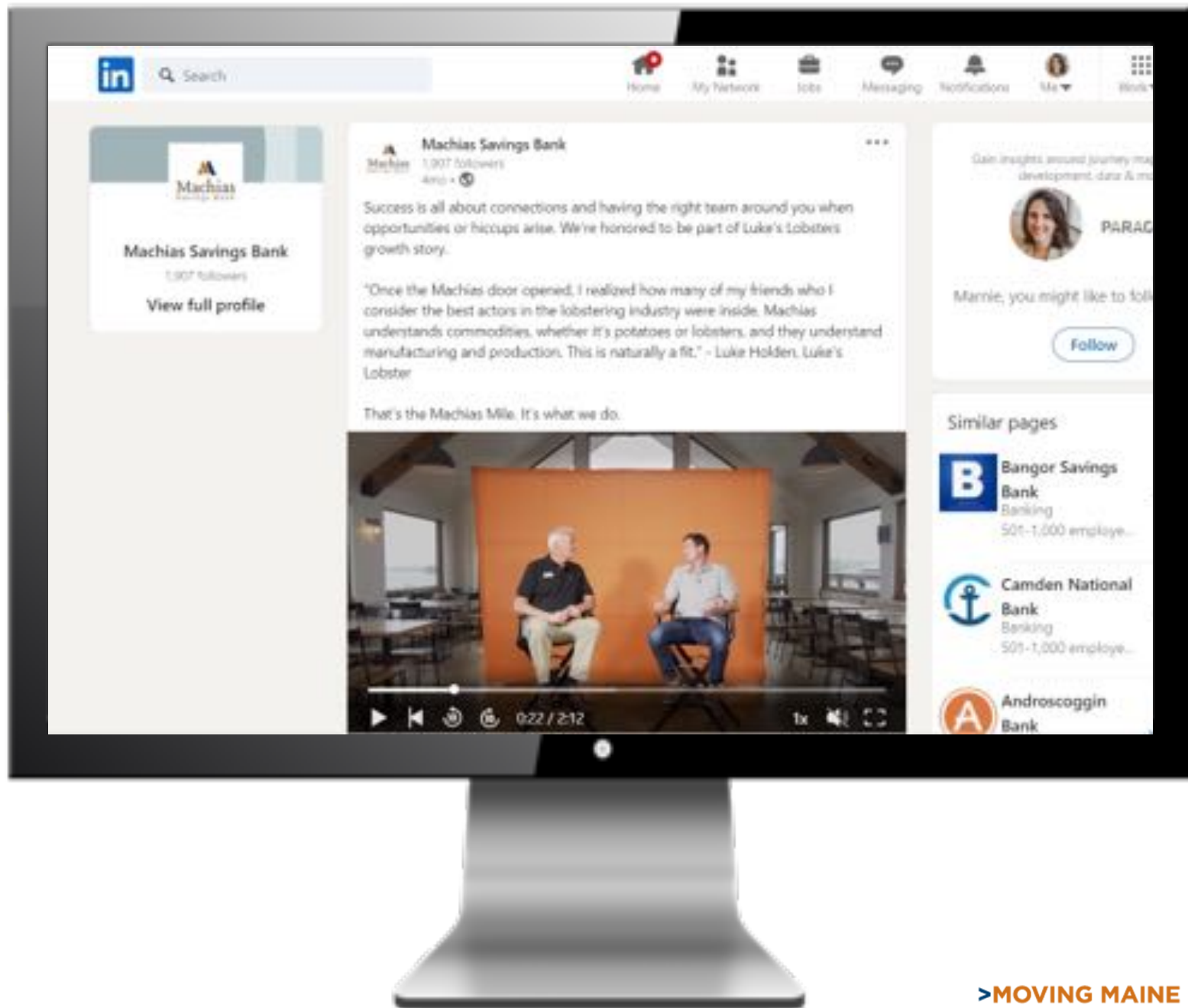
A video storytelling series that highlights and celebrates business banking stories. MSB bankers chime in about going the “extra mile.”

Process:

- Create videos
- Employee participation (social media sharing)
- Cross promotion with featured customer
- Share via email blasts
- Integrate into digital ad campaigns

Machias Mile





MachiYes

MachiYES is a campaign element; a clever play on the correct pronunciation of our name that increases brand recognition.

*When other banks meet you with “no,”
Machias works hard to help you find your
“yes.”*

MachiYES



WHEN WE
SAY **"YES!"**
WE BUILD A
BETTER MAINE.

[LEARN MORE](#)

 **Machias**
Savings Bank

> **MOVING MAINE FORWARD**
Member FDIC



WE'RE MAINERS
JUST LIKE YOU.



WHEN OTHER
BANKS SAY NO



> **MOVING MAINE FORWARD**

MachiYes Ad Campaign



We helped
Lone Pine Brewing
Company find their
"YES!"

M + LONE PINE

Machias
Savings Bank
➤MOVING MAINE FORWARD

Let us help you find your "Yes!"

[Learn More](#)

Member FDIC



FIND THE "YES!" YOUR BUSINESS NEEDS

MachiYES

MACHIAS SAVINGS BANK
BUSINESS SOLUTIONS

Machias
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[Learn More](#)

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MachiYes Ad Campaign



