

# Coastal Bank Deposits Profits with ATM Brand Graphics



## Project Summary

Texas-based Coastal Bank was looking to drive traffic to their network of ATM's in the highly competitive Austin, TX market.

The bank's experienced internal marketing department understood that developing brand awareness was crucial to the success of the program. Image 4 learned about the project, developed storyboards to assist in selling the project to internal groups, and helped to develop ROI metrics for the program.

Then, we assisted in creating a graphic brand message that was unique and eye-catching. ATM's were targeted for a test program, and Image 4 printed and installed ten graphics and associated in-bank merchandising graphics.

The test was very successful, and the program was expanded to over 50 ATM units around greater Austin. Coastal Bank reported greatly enhanced visibility, brand recognition, and best of all, strongly increased revenue from ATM use.

## Project Budget

Project Management, Graphic Printing and Installation: \$78,000

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