

## **Creative Brand Communications Launches Statewide Radio Campaign for Oregon's Banks**

*CBC develops and produces six spots focusing on the important role Oregon's banks play in the community*

September 16, 2009 (FPRC) -- PORTLAND, OR -- Creative Brand Communications, Inc. (CBC), a full-service marketing and brand development agency for forward-thinking financial institutions, has developed a statewide radio campaign for Oregon's banks, in partnership with the Oregon Bankers Association.

The campaign is built around the theme, "Investing in our communities – yesterday, today and tomorrow," and highlights the important role that Oregon's banks play in their communities. Each of the six spots covers a different timely financial topic, ranging from "Homeownership Tips" to "Credit Education and Reports." The spots feature Oregon bankers from across the state in the voice-overs.

Launched on Monday, September 7, the radio campaign is being broadcast on a variety of radio stations statewide. The spots are also available for listening on the Oregon Bankers Association website at [www.oregonbankers.com/radio](http://www.oregonbankers.com/radio). CBC wrote the scripts, produced and recorded the spots, and coordinated the media placement for the campaign.

"We're always excited to continue our work with the Oregon Bankers Association to help promote the important contributions Oregon's banks make every day across the state," says Jeff Stephens, CEO of Creative Brand Communications. "Many people don't realize the critical role that banks play in educating and strengthening our communities – hopefully this campaign will change that."

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### **About Creative Brand Communications**

Creative Brand Communications, Inc. is a Portland, Oregon-based full-service multi-sensory marketing and experiential brand development agency, specializing in building experiential brands for forward-thinking financial and professional services companies. Visit [www.creative-brand.com](http://www.creative-brand.com) for more information.

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### **Keywords**

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