

Cambridge Savings Bank Selects Full Contact as Agency of Record

Community-focused Bank Turns to Agency with Top Creative and Retail Services Experience

BOSTON – Cambridge Savings Bank, a full-service financial institution, has partnered with one of Boston’s leading advertising agencies, Full Contact Advertising. After an extensive review, Cambridge Savings Bank selected Full Contact Advertising as its agency of record charged with executing a brand refresh. The first fully integrated campaign will kick off in early 2016.

Full Contact Advertising has assembled an experienced team with extensive retail services experience to revamp Cambridge Savings Bank’s brand, setting it apart in a crowded market. The new campaign will feature a full brand refresh, combining brand, digital and media strategy, as well as a website redesign. The engagement includes extending the new brand positioning across all of the lines of businesses at Cambridge Savings Bank.

“We couldn’t be more thrilled to be working with a bank that has both a rich history and a great eye on the future,” said Marty Donohue, Co-creative Director and Partner at Full Contact. “Cambridge Savings wants to transform the way people think about banking. They are clearly a brand on the move, and we are very excited to help them take the next great leap forward.”

With more than 180 years of experience providing banking services to the greater Boston community, Cambridge Savings Bank is committed to ensuring that this market remains vibrant and continues to grow. With that in mind, the bank looks to implement an advertising campaign that highlights its commitment to serving customers through building long-term relationships, its dedication to the communities it serves, and its plan to be relevant in its service offerings in order meet the needs of its ever-changing and expanding customer base.

“We have an unwavering commitment to our customers, employees and the community, and while we’re steeped in tradition, we’re also focused on innovation and meeting the evolving needs of our clients,” said Lisa Rodericks, Senior Vice President, Chief Marketing Officer at Cambridge Savings Bank. “The Full Contact team has done an outstanding job helping other local and national brands tell their stories and differentiate themselves in competitive markets. Beyond being a fun, creative and talented team with deep retail services experience, they understood the direction we want to take our brand, and their vision exceeded our expectations.”

Full Contact is also agency of record for several New England brands, including Arbella Insurance, Papa Gino’s, D’Angelo Grilled Sandwiches and Cumberland Farms, as well as global brands such as Thomas & Friends, which is a part of the Fisher-Price family.

For more information visit www.gofullcontact.com.

About Full Contact

Full Contact is a full service multi-channel ad agency that specializes in deepening the engagement and broadening the appeal between brands and consumers through our award-winning creative. Founded in 2006, the Boston-based agency covers every touch point there is — digital, social, mobile, broadcast, print, out-of-home and promotions — for a remarkable variety of regional, national and global brands. Current clients include Papa Gino's, D'Angelo Grilled Sandwiches, Cumberland Farms, Thomas & Friends, Symmons, and Arbella Insurance. For more information on Full Contact's brand strategy and advertising programs, visit www.gofullcontact.com and follow Full Contact on [Facebook](#) and [Vimeo](#).

About Cambridge Savings Bank

Cambridge Savings Bank is a full service financial institution with approximately \$2.8 billion in assets that is committed to improving the quality of life in the communities it serves. One of the oldest and largest community banks in Massachusetts, Cambridge Savings Bank offers a full line of individual and business banking services and has 17 banking centers located in Cambridge, Acton, Arlington, Bedford, Belmont, Burlington, Concord, Lexington, Newton Centre, Newtonville and Watertown. For more information about Cambridge Savings Bank, go to www.CambridgeSavings.com

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