



OCTOBER 30, 2024

WHY

**Blue Ridge Bank Should Partner
with Studio Center!**



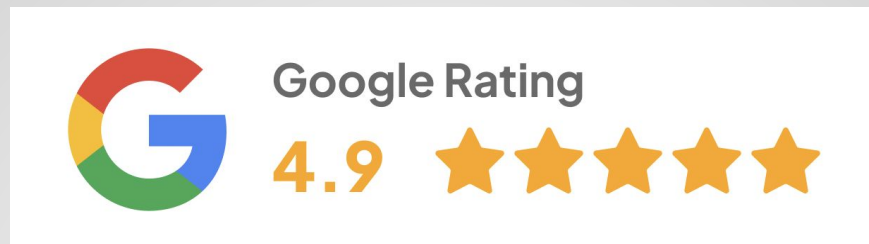


1. PROOF OF WORK

We can do it all and do it WELL!

You will have access to many examples of our award-winning work from the following departments:

- Video (almost 300 Telly Awards)
- Audio/Radio
- Websites
- Design
- Paid Search
- Paid Social
- Social Media
- Writing
- Concepting/Ideation
- Photography
- Drone Footage
- Print



2. WE HAVE REFERRALS!

Studio Center has hundreds of Google Reviews and an average rating of 4.9!


We also have many client testimonials and we've included some!


**Our clients love us, and we are a proven commodity.
Also, EVERY Studio Center Client receives a survey after every job!**

We want your feedback, and we want to be great!


What Our Clients Say About Us




 **Chris Long**
2 reviews


 a week ago **NEW**


Great group of people that do wonderful work. Reels, portraits, still shots, they have done an amazing job of capturing the energy, personality and warmth of the restaurant. They have also been instrumental in growing our social media footprint.

 **Ken Wacker**
1 review


 10 months ago


Studio Center is such a wonderful business partner! In addition to being a gracious host, we had another genuine collaborative work session with them today. Studio Center's design and development team is great to work with and really brings out the best in creative thinking to get the ball rolling! Thank you Studio Center and look forward to our next productive session!

 **Renee Walker**
5 reviews · 1 photo

 2 months ago

We have been blown away by the work Studio Center has created for us here at Blue Ridge Energy! Video, digital, print as well as assisting with strategic planning and placement—Studio Center is the best. We have loved working with Nathan Fyffe as Creative Design Director and every other staff member. They all have the highest level of customer service and professionalism and are extremely talented at all they do. We feel like a true team with Studio Center and could not ask for more!

 **Shelby Taylor**
16 reviews · 17 photos

 5 months ago

Studio Center has been a great partner for us! They are very responsive and receptive to our feedback. Their creativity with our radio ads, social media, and digital ads have been well received! We would recommend Studio Center.



3. BRAND IMMERSION!

Studio Center is about to become a large Commercial Customer of Blue Ridge Bank. Our CEO is already a Personal Banking Customer. What better way to learn about and evaluate the bank than by experiencing the bank FIRSTHAND?

This brand immersion will give Studio Center unprecedented brand knowledge and create an ongoing “mystery shopping” of the bank!



4. FRESH EYES!

Studio Center hasn't worked with Blue Ridge Bank in the past and will provide an invaluable "fresh look" at the entire brand!

About Us



About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – Chocolate Chip Cookies



Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

We have outlined a multi-platform strategy with a variety of tactics to help Blue Ridge Bank increase awareness and market presence to reach potential new customers and increase deposits.

We want Blue Ridge Bank to be the “Go To” bank for personal checking and savings accounts, business accounts, loans, and mortgages.

Overview | Strategy



GOALS

- Increase Brand Awareness for Blue Ridge Bank
- Increase Deposits
- Increase Loan/Mortgage Accounts
- Retain Current Customer Base
- Increase Commercial/Business Market Share

TARGET AUDIENCE

- New College Graduates
- Recently Moved
- New Job
- Retiring
- Buying A Home
- Starting A Business
- Recently Married or Engaged
- Commercial/Business Customers

MARKETING TACTICS

- Traditional Media
 - TV
 - Radio
 - Print
 - Outdoor
- OTT / Streaming TV
- Streaming Radio
- Local Sponsorships & Events
- Paid Search (SEM)
- YouTube Pre-Roll
- Social Media Content Creation
- Paid Social Media

Competitive Overview



140 locations throughout
VA, NC & MD

Est. \$2M in Google Ads

Social Media Ads

Grassroots Marketing

Sponsorships



18 locations in Virginia

Est. \$50K in Google Ads

Sponsorships



Nationwide presence,
42 locations in Virginia

Est. \$672K in Google Ads

Sponsorships



52 locations throughout
VA & NC

Est. \$540K in Google Ads

Grassroots Marketing

Sponsorships

Relationships

Additional banks worth watching: *Burke and Herbert, BayPort Credit Union, Chartway Federal Credit Union, Monticello Banking Company, Carter Bank and Trust, Chesapeake Bank, C&F Bank, United Bank, First Bank and Trust, First Bank, Bank of Clarke County, Pendleton Community Bank, Link Bank*

S.W.O.T. Analysis - Group Discussion

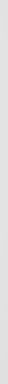


Strengths

Weaknesses

Opportunities

Threats



S.W.O.T. Analysis

Strengths

Consistently Great Rates!

Customer Service

High Yield
Checking/Money
Market Accounts

Weaknesses

of locations

Website limitations
(can't actually set up a
new account online)

Brand awareness

Advertising

Lack of Mass in Larger
Markets

Opportunities

Richmond market

Hampton Roads
market

Gen Z

Social media
marketing

Commercial/Business
Accounts

Threats

Market share

Large bank mergers
in backyard

Economy

Inflation

TACTICS

“Video, Video and MORE Video!”

People say that content is king. VIDEO Content is KING! After your website, absolutely nothing is more important to your branding, marketing and advertising than video. Why? Nearly everyone consumes some form of video every day!

Here are some mind-blowing numbers:

- 98% of Americans watch at least one video every day!
- 96% of all Marketing Professionals think video is “very important”!
- 91% of businesses use some form of video every day!
- YouTube has 122 MILLION Active Users EVERY DAY!
- YouTube has a whopping 4.95 BILLION Active Users EVERY MONTH!
- The United States has 239 MILLION Active Users every month (second to India).

Video ***increases engagement*** on ALL platforms! Social media, Eblasts, and Website Analytics/KPIs all are vastly improved with the consistent use of rich video content. Your paid search and paid social performances are dramatically enhanced with video content. And video usage accounts for 26% of your SEO Score. Remember that YouTube is owned by Google so naturally Google and its algorithms reward video content heavily!

Video Content ***improves Brand Recognition*** and ***Reputation*** while greatly enhancing your Customer Experience! Consistent use of High-Quality Video Content puts your brand on the same playing field with the world's best brands! Can you name a Top Brand that doesn't embrace video content? Your brand will stand out and provide engaging content for your customers! Remember EVERYONE is taking in some form of video content daily.

Let Studio Center make it YOUR video content.

1. “Take the Tour”: Studio Center will collaborate on a series of videos featuring different Blue Ridge Bank Locations and their manager/staff. We will utilize one of our On Camera Talent to interview and engage the local branch employees to create an emotional bond with the community and with other current and potential customers. This “tour” would include asking about “Local Lunch Spots” and filming at that location too. The goals are to create rich, multi-purpose video content for all platforms and to engage current and potential customers!

2. “The Brand Video”: Studio Center will produce a 1–3 minute brand video for Blue Ridge Bank that will capture the essence of the organization, its leadership and its culture. This video content will be used on multiple platforms including broadcast and social media.

Tactics | Take The Tour



Traditional media will be an essential part of creating overall branding and awareness.

Networks

- ABC
- NBC
- CBS
- FOX

Programming

- Local News
- Live Sporting Events

Negotiate Added Value

- Digital Banners
- Guest on Daily Shows (i.e. Banker Tips Segment)
- Social Media Posts
- Web Page Takeover
- Bumper Ads



Tactics | Streaming TV (OTT & CTV)

Utilize streaming TV to reach markets where locations are spread out. This will allow us to reach potential customers while limiting geographic waste.



Subscription OTT Ad-Supported Viewer Penetration, by Provider

US, 2024, % of total viewers

Amazon Prime Video

80.0%

Peacock

77.7%

Paramount+

73.2%

Hulu

68.1%

Disney+

25.0%

Max

20.8%

Netflix

7.5%

Radio's power of reach and frequency can be a key component to branding and increasing top of mind awareness. The many bank locations make Blue Ridge a perfect candidate for a successful radio ad campaign as radio has tremendous geographical reach. Studio Center will create national quality radio spots that will make Blue Ridge Bank stand out in the market.

Using proven metrics and strategies, we will plan, negotiate and execute the most efficient radio buy within budget. We will handle every aspect of the media buy including recap information to ensure all negotiated elements were delivered.

K95

106.5
THE BEAT

NEWSRADIO
1140
WRVA

MIX 98.1
Today's Variety

Q94
RICHMOND

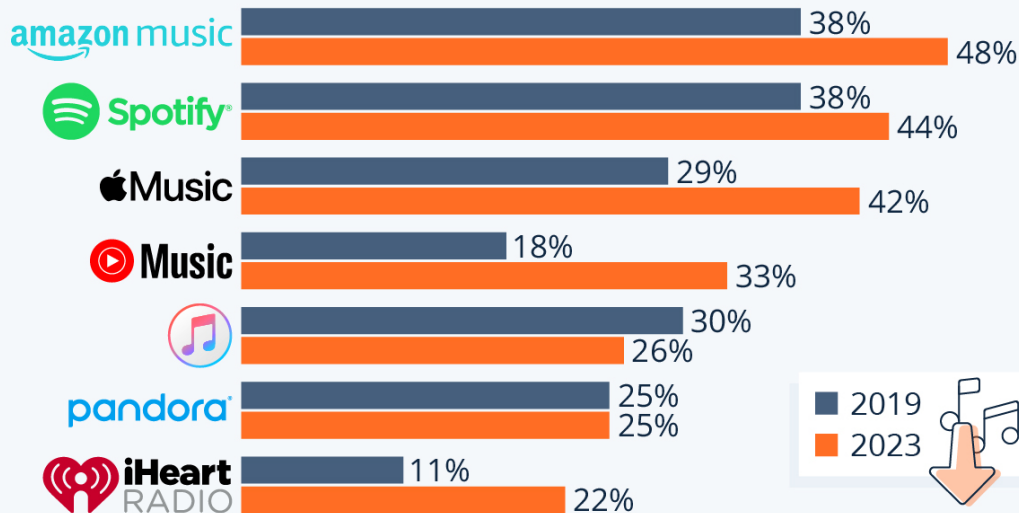
THE NEW
910 ★ **105.1**
the **FAN**
SPORTSRADIO

Negotiate Added Value

- Digital Banners
- Social Media Posts
- Web Page Takeover
- Extra Spots

Competition Remains Fierce in U.S. Digital Audio Market

Share of U.S. respondents who paid for music downloads/ streaming services from the following providers*



Leverage streaming audio to effectively target your audience in dispersed markets, eliminating any geographical waste.

Tactics | Radio Spots



Sample Blue Ridge Radio Spots



Business Banking - Laurie N



Digital Banking - Laurie N



Kasasa Checking - Laurie N



Business Banking - Eric W



Digital Banking - Eric W



Kasasa Checking - Eric W

Tactics | Print



Traditional print media is still relevant in today's growing digital landscape. Print is tangible, credible, and multi-sensory.

Richmond
magazine

Richmond
Times-Dispatch

virginia
BUSINESS

The Virginian-Pilot

Money is a tool.

We'll help you wield it.

KASASA CASH® CHECKING
with 5% APY.

Money doesn't buy happiness. But it does by freedom. And there's no better way to get started on the path to financial freedom than a Kasasa Cash® Checking Account that pays high interest and refunds ATM withdrawal fees.

Sign up today at mybrb.bank

BLUE RIDGE BANK
Helping you do you.

Tactics | Outdoor



Tactics | Grassroot Efforts



Events/Sponsorships

- Richmond Concert Venues
- Playbills
- Rec / Youth Soccer / Travel Soccer
- Community Runs / 5k's
- Special Events
- Local Chambers



An international wine event



presented by **Publix.**
SUPER MARKETS

**RICHMOND
SYMPHONY**
VALENTINA PELEGGI, MUSIC DIRECTOR

Allianz 
Amphitheater
— AT RIVERFRONT —

DIGITAL

The Studio Center Way

Content Creation

Undoubtedly one of the most challenging aspects of social media and digital advertising. We will consistently provide ideas to help increase followers and their engagement, and keep them coming back to your pages.

Competitive Monitoring

Continuously tracking your competitors' activities and strategies is important and valuable, yet very time consuming. We'll stay on top of it for you!

Reporting and Optimization

We apply thoughtful, strategic planning and execution of all campaigns according to your goals and budget. We watch data continually for trends and patterns and apply on-going optimization for the best results.

Hands On Customer Service

24/7 customer service means we're always ready to address any needs you may have.



Tactics | Social Media

GOALS

- Increased In-Market Awareness
 - KPIs - Reach, Frequency, CPM
- Increased Website Traffic
 - KPIs - Clicks, CPC, CTR

TARGETING

- 15 mi. radius around each location
- Life events - New grads, recently moved, recently married or engaged
- Demographics - Business Owners, Parents, Veterans
- Remarketing (website + social media)

CREATIVE

- :15 + :30 Branding Videos
- Highlight Services & Available Resources
- Offers & Promotions

Increase brand awareness using Facebook & Instagram Ads for maximum in-market reach, at the lowest cost.

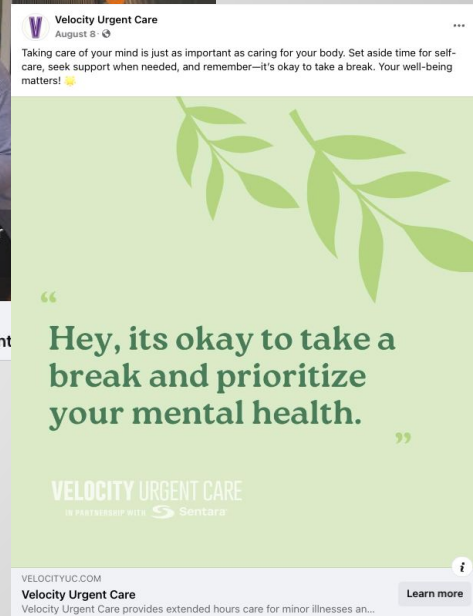
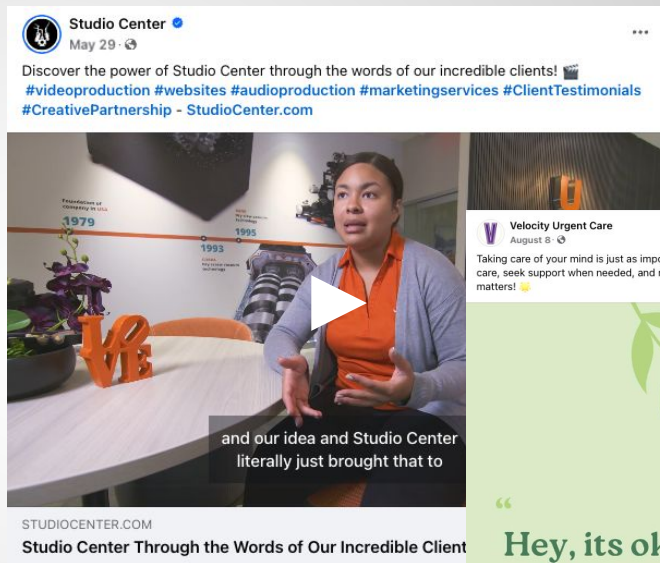
	Gen Z (aged 16-26)	Millennials (aged 27-40)	Gen X (aged 41- 59)	Baby boomers (aged 60-64)
1 ▶	ig	f	f	f
2 ▶	yt	yt	ig	yt
3 ▶	f	ig	yt	ig
4 ▶	dk	dk	dk	dk
5 ▶	sn	x	p	p
Fastest growing ▶	p	in	dk	dk

Tactics | Social Media



Regular posting on Facebook, Instagram & LinkedIn to give current & prospective customers a reason to follow.

- Utilize video for more engaging content (testimonials, banker recommendations, etc.)
- Incorporate lifestyle content that will keep users interacting at all stages of the customer lifecycle, i.e. tips for saving, motivational quotes, promotions, community happenings
- Engaging Offers and Promotions (i.e. in person event, local business partnerships or a giveaway element)



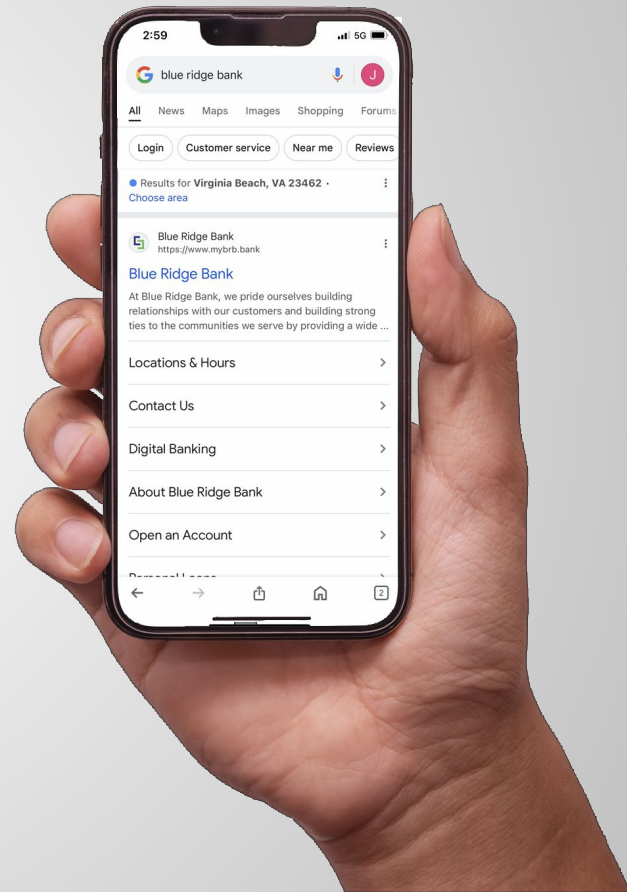
Tactics | Paid Search (Ads)

With Google Ads, Blue Ridge Bank will be able to:

- Stay on **top of the Google Search** when relative keywords are searched
- **Bring qualified high-intent traffic to the website**
- Raise overall **brand awareness**
- Emphasize the best rates for loans and checking
- Highlight additional banking services

Ads will be targeted to a 10-15 mile radius around each branch with keywords tailored to the specific branch offerings:

- Personal Checking and savings accounts
- ATMs
- Home and Auto loans
- Business banking
- Financial advisors
- Trusts and life insurance



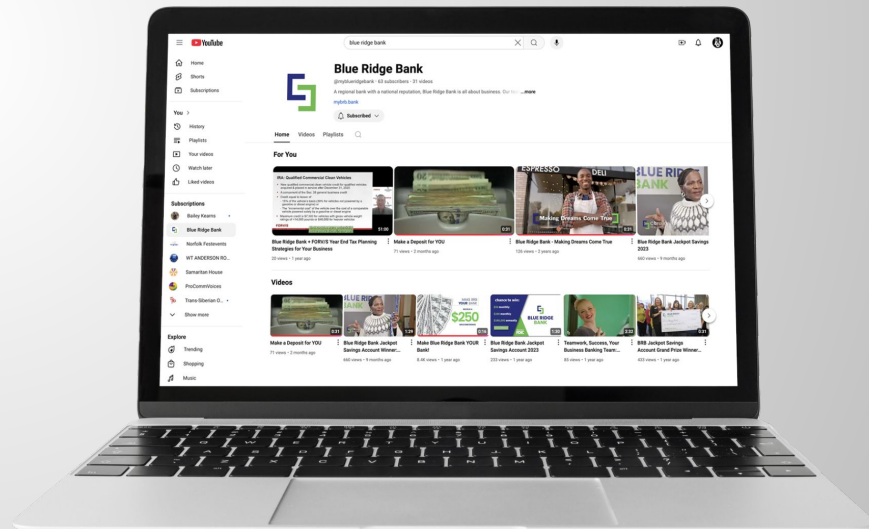
Tactics | YouTube Pre-Roll



Reach new customers on the web with engaging video ads in :30 and :15 formats across YouTube and websites with embedded video content. Ads will show as users are engaged in YouTube videos online.

Target by life events when a new account may be needed

- Recent college graduates
- Job/Career change
- Recently moved
- Buying a home
- Retirement
- Recently married
- Starting a business



Tactics | Google My Business

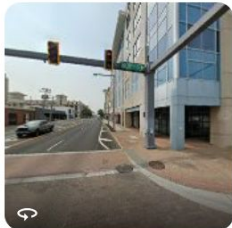
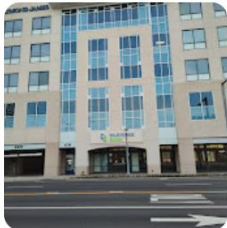
Optimize Google My Business


- Claim pages if you have not already
- Add more detailed information about the business
 - Hours
 - Detailed description of business
- Get Reviews - the more the better!
- Add photos and videos
- Add posts to keep profiles active
- Integrates with Google Ads
 - Show nearest location to user within the ads
 - Ads within Google Maps



Blue Ridge Bank

⋮ ×



[Website](#) [Directions](#) [Save](#) [Share](#) [Call](#)


Overview Reviews

Address: 300 32nd St #101, Virginia Beach, VA 23451

Hours: Open · Closes 5 PM ▾
Confirmed by this business 8 weeks ago

Phone: (757) 414-9820

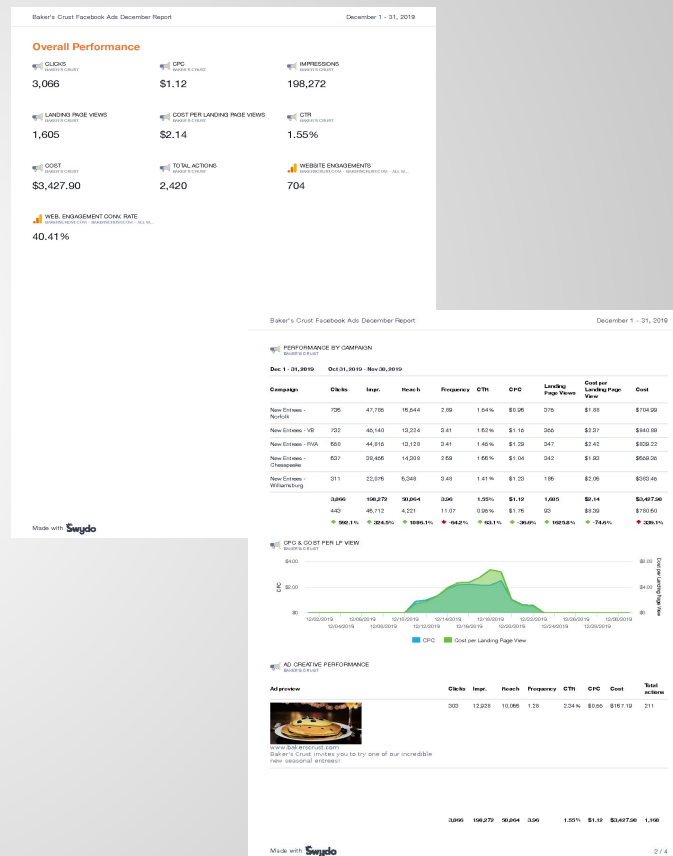
[Suggest an edit](#)

 Send to your phone Send

Tactics | Digital Tracking and Reporting




- Studio Center will provide **15-day** and **30-day reports** with the paid advertising performance overview, campaign updates, and our recommendations.
- We can also provide recurring **bi-weekly reports** and/or an **online live dashboard** with the campaign performance that **can be accessed 24/7**.
- We will implement **heat mapping** to optimize any landing pages that we'll be using.
- We will **A/B test our landing pages**, offers, and other website features.





Tactics | Landing Pages

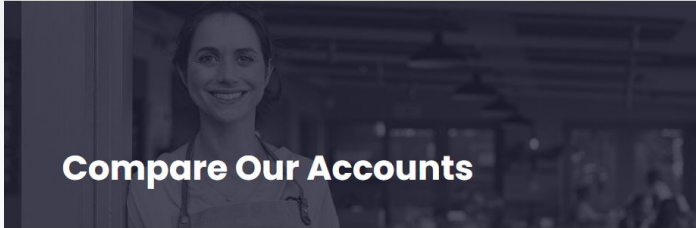
Studio Center will work together with the Blue Ridge Bank team to determine the best landing pages for our campaigns and will create **custom pages tailored to the campaign** theme and messaging.

FDIC FDIC-Insured - Backed by the full faith and credit of the U.S. Government

 MENU

 **BLUE RIDGE BANK**

 LOGIN



Compare Our Accounts

LOW TRANSACTION VOLUMES

EZ BUSINESS CHECKING

APPLY NOW


[Learn More](#)

Features

- 300 free transactional items per month*
- No minimum balance requirements
- Check safekeeping available upon request

Monthly Service Fee

x



Creative | Examples



BLUE RIDGE BANK

Small Business
Loans as low as

6.42%

Your dream's waited
long enough.

GET INFO

This advertisement features a woman with her arms raised in a celebratory gesture against a bright, sunlit background. The Blue Ridge Bank logo is in the top right corner. The text promotes small business loans starting at 6.42% and includes a call to action 'GET INFO' in a green button at the bottom.



BLUE RIDGE BANK

Earn
\$5 per A.
with Youth Savings!

It's smart money.

APPLY NOW

This advertisement shows a young girl smiling and holding a pink piggy bank with a dollar bill sticking out of the top. The Blue Ridge Bank logo is in the top right corner. The text promotes youth savings with a \$5 per A. rate and includes a call to action 'APPLY NOW' in a green button at the bottom.



BLUE RIDGE BANK

Someday
is here.

Home Equity
Loans as low as

6.99%

APPLY NOW

This advertisement features a man with glasses and a beard, smiling and waving his hand. The Blue Ridge Bank logo is in the top right corner. The text promotes home equity loans starting at 6.99% and includes a call to action 'APPLY NOW' in a green button at the bottom.

Creative | Examples



BLUE RIDGE BANK

Get your money for nothing.

Earn up to

4.75%
APY on CDs

OPEN TODAY

A woman in a white sweater is smiling and holding a smartphone, looking at the screen.



BLUE RIDGE BANK

Auto Loans as low as

4.09%

Better rate than ever.

APPLY NOW

A man in a blue jacket is smiling and driving a car.



BLUE RIDGE BANK

Check this out.

Kasasa Cash Checking with

5% APY

APPLY NOW

A woman in a blue jacket is smiling and holding a small object up in the air.

Creative | Examples



BLUE RIDGE BANK

Money kind of does grow on trees.

Kasasa Cash Checking with

5% APY

APPLY NOW



BLUE RIDGE BANK

An empire has to start somewhere.

Small Business Loans as low as

6.42%

GET INFO



BLUE RIDGE BANK

If only you could earn 4.75% just sitting there.

earn up to

4.75% APY on CDs

OPEN TODAY

Creative | Examples



BLUE RIDGE BANK

You always encouraged her to excel.

Oops.

Home Equity Loans as low as

6.99%

APPLY NOW

The advertisement features a woman with long dark hair wearing a maroon Harvard hoodie, standing in front of a building with large columns. The background is a dark blue gradient with a diagonal split. A large, faint 'STUDIOCENTER' watermark is visible across the image.



BLUE RIDGE BANK

You always encouraged her to excel.

Oops.

Home Equity Loans as low as

6.99%

APPLY NOW

The advertisement features a woman with blonde hair sitting on a stone sign that says 'HARVARD'. She is wearing a maroon hoodie. The background is a dark blue gradient with a diagonal split. A large, faint 'STUDIOCENTER' watermark is visible across the image.

Creative | Examples

Your dream's waited long enough.

Small Business
Loans as low as

6.42%

GET INFO

 **BLUE RIDGE
BANK**

Get Your Money for Nothing.

Earn up to

4.75%

APY on CDs.

OPEN TODAY

 **BLUE RIDGE
BANK**

Check This Out.

Kasasa Cash
Checking with

APPLY NOW

5%
APY CHECKING

 **BLUE RIDGE
BANK**

Creative | Examples

Auto Loans
as low as **4.09%**
Better Rate Than Never.
APPLY NOW



BLUE RIDGE BANK

Earn **\$5** per A
with Youth Savings!
It's Smart Money.
APPLY NOW



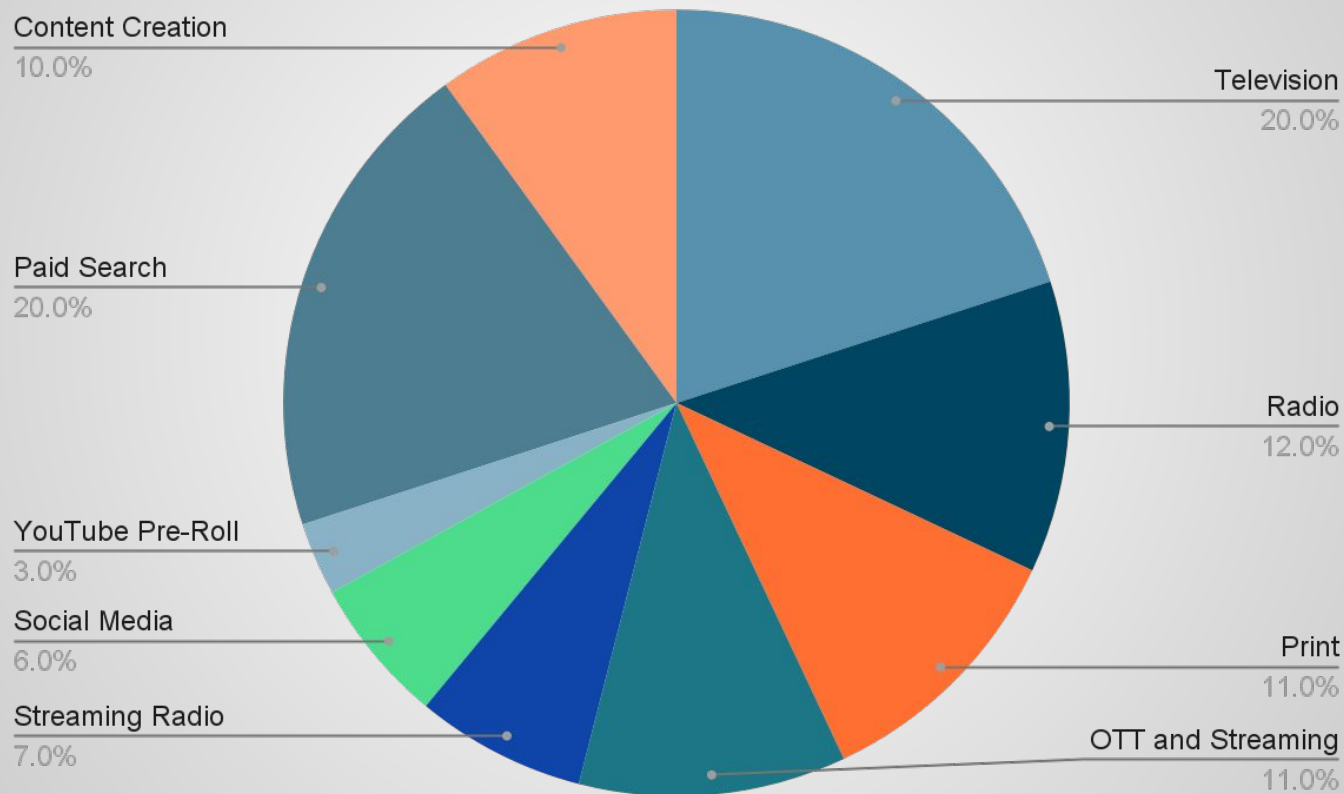
BLUE RIDGE BANK

Someday Is Here.
Home Equity
Loans as low as **4.99%**
APPLY NOW



BLUE RIDGE BANK

Budget Breakdown



A black silhouette of studio equipment, including a boom microphone and a condenser microphone, positioned behind the letter 'O' in the word 'STUDIO'.

STUDIOCENTER[®]

Let's Get Started!

Q & A

Discussion