

# HARQUIN Herald

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## Can a Country Bank compete with the Megabanks?

It's a classic David vs. Goliath tale—a small bank using their marketing wits to battle the big boys. With media choices expanding into new outlets, clients must allocate their marketing budget with laser focus. "Today's community banks and local businesses have a daunting task — to contend with competitors that are not just bigger, but getting better at appealing to customers on the local stage", says Sherry Bruck, Creative Director at Harquin. "We help clients compete by accentuating their unique personality at every touch point."

After being fully briefed by VP of Marketing, Carolyn Murphy, Harquin began market research. The personal touch, a hometown feel, hands-on service and being a local bank, were reoccurring themes that were constantly played back to us.

"The biggest difference is on the people side, the person-to-person communications side," says Carolyn Murphy of Country Bank. "We want our branding to build on those differentiating points in a completely fresh way."

We used this feedback as a strategic launching pad to create a unique illustration style that not only will brand Country Bank, but will help propel their business.

Designer Shelly Kiderman found illustrator Andrea Cobb, whose work is fresh and friendly, yet has the sophisticated, professional feel we wanted. "Andrea's work is folksy with a contemporary twist that just makes you feel good when looking at it," says Shelly Kiderman of Harquin. "We want the customers to feel at home when doing business at Country Bank." With branches in the

suburbs and the city, the illustration provides the perfect visual mechanism in which to surround Country Bank's message. It helps differentiate all their collateral from ads to posters to direct mail.

**"With big banks getting bigger, community banks have ample room for their old-fashioned, person-to-person banking style. That's why Harquin's custom illustration has resonated so strongly with customers", said Carolyn Murphy.**

The new branding is a great solution, allowing Country Bank's media dollars to work as hard as they can, as the campaign builds and expands into new venues. And it's a great way to introduce a fresh look in the crowded financial services category. ■



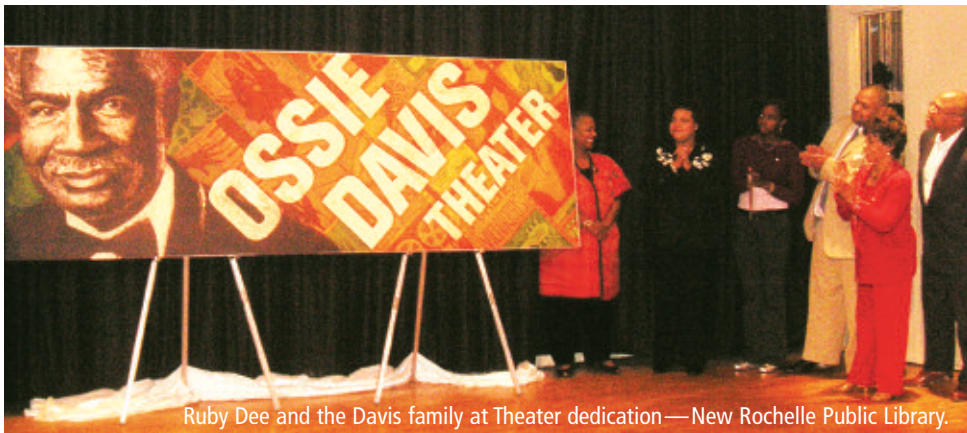
## AWARD HIGHLIGHTS



**G**irl Scouts of the USA (GSUSA) won the prestigious Distinguished Achievement Award from The Association of Educational Publishers (AEP) for the STUDIO 2B Focus Book: College 101 (funded by MetLife) in the Whole Publication—Workbooks category. Harquin is credited with the design, photography and illustration.

Established in 1895, AEP instituted its awards program approximately three decades ago to recognize significant and excellent achievement in supplemental educational products and education marketing. Selected by a panel of educators and industry experts, AEP award winners earn the right to display the Lamp of Learning logo—a mark of outstanding quality and achievement.

Winners were honored at the Annual Awards Banquet & Gala in Washington, DC on June 9, 2006. ■



Ruby Dee and the Davis family at Theater dedication—New Rochelle Public Library.

## Harquin wins Norman Liss Award for Ossie Davis Theatre Sign Design

**T**he Harquin Group won the coveted Norman Liss Best of Public Service Award for the design of the Ossie Davis Theater Sign for the New Rochelle Public Library at the 38th Annual Big W Awards, hosted by the Advertising Club of Westchester.

The Norman Liss Award for Public Service is presented to the most outstanding submission in the public service category. It recognizes marketing innovation, creative excellence and successful implementation of a marketing initiative. The awards program was named after the late Norman Liss, a member of the ACW for more than 25 years who served the Ad Club as an Officer and on the ACW Board of Directors numerous times.

Harquin also won awards for Monroe College and the Girl Scouts of the USA. The awards were presented on June 8, 2006 at Abigail Kirsch at Tappan Hill in Tarrytown. ■



## Harquin Retains Copy Chief

**H**arquin recently retained Mitch Wein as Copy Chief. In this position, Wein will be responsible for the ongoing creation of exceptional work as well as support Harquin's business development activities.

"Mitch has always followed his vision for big ideas," said Fred Bruck, co-founder and Director of Account Services. "He is known as a passionate advocate of original thinking, has an instinctive understanding of human nature and a natural ability to tell a story that is meaningful and touches his audience—all great assets that we plan to



leverage with our clients and prospects," Bruck added.

Wein's agency experience spans print, TV, short film and creative writing. He founded and built his own

successful advertising agency in Westport, Connecticut, Vogt/Wein, working for such brands as Oxford Health Plans, Allied Domecq, Samsung and Wellesley College. The agency grew exponentially and was sold to the Interpublic Group of Companies.

According to Wein, "What drives Harquin each day is the pursuit of the 'next big idea'. They are constantly striving to break new ground and redefine categories with fresh new approaches. The outcome is surprising and engaging communication that drives business for their clients and I'm delighted to be part of it." ■

Harquin is a full-service marketing communications company. We use creativity to push brands where they've never been before, through any legal means necessary—advertising, design, public relations, interactive, relationship marketing, retail and sales support, promotions, events and approaches so unique they completely defy categorization. And it's been that way since 1992.

Call us to receive our new brochure and DVD "Looking for Brands with an Attitude".