

Lighthousebank.com, an online bank with no bricks and mortar locations, was looking for an intuitive, welcoming Web site that would give customers and prospects a personal and positive online banking experience. Since the site would also serve as the foundation for the overall look and feel of Lighthousebank, copy had to be easy, straightforward and present benefits up front. The Web site won the gold award from New England Direct Marketing Association.



Copy:
(Home Page)

Welcome to Lighthousebank.com, New England's first Internet bank. Step into the light of Lighthousebank and you'll discover banking the way it was meant to be. Premium rates on Checking, Savings, and CDs, plus no-fee services, 100% deposit insurance, and state-of-the-art security. Now that's better banking.

To see more of the Lighthousebank.com or other Web sites, please contact me.

Lighthousebank.com was launching the first online bank incorporated in New England. They wanted a radio campaign that would highlight their three main benefits: higher interest rates, no fees and no minimum balances. The spots also needed to address a concern that was uncovered during focus groups: people are skeptical and believe that all banks are the same. The 3-spot "Interrogation" campaign achieved the client's goal of driving listeners to the Web site – Lighthousebank.com's only "location." The campaign also won a gold award from the New England Direct Marketing Association.



■ **Copy:**

Interrogation

Characters:

Interrogator #1: Tough, driven and articulate detective.

Interrogator #2: Less articulate sidekick. He's a kind-hearted weasel who is anxious to please.

Banker: Very proper, but defensive, old fashioned banker. Nervous and jumpy.

Interrogator #1: So, Mr. MegaMerger Bank, you think you can swallow up every bank in your path.
I want answers.

Interrogator #2: And he wants `em now.

Banker: Well... uh, uh... we're giving our customers more.

Interrogator: Interesting choice of words – more.

Interrogator #2: Yeah, more fees.

Interrogator: (angrily) Your fees are a crime.

Banker: (indignantly) Banks have to charge fees.

Interrogator: (banging his fist) You're lying! Lighthousebank.com, New England's premier online bank, doesn't charge fees.

Interrogator #2: Yeah, no fees.

Banker: Impossible.

**Use scroll bar to
continue reading**

Interrogator: Unlike you, Mr. Big Bank, Lighthousebank.com has free checking.

Interrogator: Do you?

Banker: (sheepishly) No.

Interrogator: Lighthousebank.com has no minimum balances.

Interrogator #2: Do you?

Banker: No.

Interrogator: Lighthousebank.com doesn't charge at the ATM and they reimburse their customers when you force your surcharges on them.

Banker: (defensively) We have to charge for that.

Interrogator: Shut your pie hole. Lighthousebank.com has no fees PERIOD. And, they offer higher interest rate. What is it exactly you're giving your customers?

Banker: Well... a free lollipop with every visit.

Interrogator: You disgust me.

Announcer: Lighthousebank.com... for no fees, higher rates and better banking.
Sign up for free Bill Payment by July 31st and get \$50.
Visit www.lighthousebank.com for details. Member FDIC/DIF.