

**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.

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**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.

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continue reading**

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**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.  
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