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Bluestone Bank wins 2021 NEFMA award for overall best campaign

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Raynham, MA Bluestone Bank has been recognized as a 2021 NEFMA (New England Financial Marketing Association) award winner in the category of Best Overall Campaign. An independent panel of judges selected the most creative, innovative, and successful campaigns among financial marketers in the New England area, who were celebrated at a virtual Awards Show.

NEFMA accepted award submissions from institutions and agencies located in all six New England states.

Categories included the rising star award; best branch refresh; best rebrand campaign; best pr campaign; best radio campaign; best video campaign; best digital banking campaign; best out of the box campaign; best website redesign; best print campaign; best out of home campaign and best overall campaign.

“We are proud of the accomplishments of our marketing team here at Bluestone Bank and our Marketing partner, Pannos, who developed the campaign and helped bring it to life,” said Peter Dello Russo, CEO of Bluestone Bank.

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