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East Cambridge Savings Bank wins New England Financial Marketing Association award

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Cambridge, MA East Cambridge Savings Bank received the Gold Award for Best Digital Marketing Campaign of 2022 at the New England Financial Marketing Association (NEFMA) 2023 Spring Conference. The bank's award-winning Debit Card for Teens campaign was an extensive omni-channel marketing campaign that was developed to reach teens and their parents on channels including Snapchat and Facebook. After numerous customer inquiries about debit cards for people aged 14-17, the bank launched a debit card for teenagers to help them learn the basics of budgeting and saving, safely and securely manage their own money, and not have to rely on a parent or guardian for use of a debit or credit card.

This is the second year in a row that East Cambridge Savings Bank has received awards for marketing campaigns.

In 2022, the bank received two honorable mentions for the Ragan's PR Daily awards in both the Corporate Communication and the Integrated Public Relations & Marketing categories for the "Benefits of a Mutual Bank" campaign.

Joanne Aliber, the Bank's senior vice president and director of marketing and strategy said, "The ECSB Debit Card for Teens product was launched in February 2022, and it is incredibly gratifying to be recognized by our colleagues in bank branding and marketing and receive a NEFMA Gold Award. The Marketing team made substantial and meaningful contributions to this campaign, and our advertising agency of record, Davis Advertising in Worcester, created engaging and eye-catching assets to promote our debit cards for teens."

Other NEFMA Digital Marketing Campaign award winners recognized at the association's annual spring conference included Baycoast Bank (Silver), and Northfield Savings Bank & Webster Five (Bronze). More information on all award categories and winners can be found on NEFMA's website, nefma.org.

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