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East Cambridge Savings wins two New England Financial Marketing Association awards

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Cambridge, MA East Cambridge Savings Bank won two gold awards at the New England Financial Marketing Association (NEFMA) Spring Conference. The bank's "K to College" campaign and four-month CD campaign were both recognized with a NEFMA gold award in the best 2023 Digital Marketing campaign and best 2023 Print Marketing campaign categories, respectively.

Joanne Aliber, the bank's senior vice president and director of marketing and strategy, said, "Receiving these awards is the result of the efforts of the entire marketing team as well as Davis Advertising, who created these award-winning assets. Our marketing campaigns are truly a team effort; many of them have as many as 15 different types of assets, including flyers, posters, digital ads, print ads, and events, all of which require the entire team (both ECSB and Davis) to work together to launch everything on time. It's especially rewarding when our hard work and results are recognized by our industry peers in marketing, banking, and advertising."

This is the third year in a row that the bank's marketing campaigns have earned awards. In 2022, ECSB's Debit Card for Teens campaign received the NEFMA Gold Award for Best 2022 Digital Marketing Campaign. Additionally, the bank also received two honorable mentions for the Ragan's PR Daily awards in both the Corporate Communication and the Integrated Public Relations & Marketing categories for our Benefits of a Mutual Bank campaign in 2021.