

Client: Bank of Hiwassee (Georgia)

Rebranding Ads



Vogel State Park, Blairsville

Soon, if not already, places may all seem the same. But at the Bank of Hiwassee, Blairsville and Blue Ridge, we believe it's a completely different experience here. Like the community, there is a sense of belonging at the bank. It's familiar and comfortable. Safe and sound. You know just about everyone. And the qualities you love about this area are reflected in our approach. Look around. We're like no one else. You belong here.

Member FDIC 

bankhiwassee.com

 **BANK of**
HIWASSEE • BLAIRVILLE • BLUE RIDGE



Wilson Mountain, Blairsville

There are many who thrive on the hustle and bustle of a busy world. But at the Bank of Hiwassee, Blairsville and Blue Ridge, we take inspiration from this breathtaking haven that lends itself to a more comfortable pace. Here, there's a sense of lasting peace and strength. A sense of belonging. Everything seems so familiar, yet so extraordinary at the same time. Every convenience is yours. Every experience is authentic. You belong here.

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100-Year Anniversary Ad

CENTENNIAL ANNIVERSARY



In the last 100 years, there have been 18 presidents of the U.S.
But only five of our bank.

While the American Presidential term follows a four-year cycle, our leadership is here for the long haul. That's because we understand the value and impact of stability on our community and your banking experience here. We've been privately owned and locally operated for 100 years and counting. Run by people you know. Managed by people you trust. Led by experienced bankers who are also long-term neighbors.



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100-Year Anniversary Contest Campaign (questions)



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CENTENNIAL ANNIVERSARY



Enter To Win!

Why was the 100 years war called the 100 years war when it really lasted 116 years?

Type your answer here (25 words or less)

Enter your contact info here to enter

Name:

Address:

City:

State:

Zip:

Email:

Phone:

[contest rules.](#)

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P H O T O A L B U M

CENTENNIAL ANNIVERSARY CONTEST

For confidence in your financial future, your investments belong here.

- Traditional IRA
- Roth IRA
- Prosperity IRA
- SEP IRA

[Learn more >](#)

2.61%

APY*

*Annual Percentage Yield (APY)

Green Reward Checking

With Free Nationwide ATMs¹ [Learn more >](#)

¹ See Customer Relationship Manager for details.

Locations and Hours

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Excerpts from Personal Banking Brochure

Checking

Intent on showing you how accommodating and inviting our accounts are, each takes on a personality as unique as your needs. Our account professionals will be happy to provide you with additional information or help to open the account that interests you. We also have applications online for your convenience.

Free Conveniences for All Accounts

- Online banking and bill pay
- MasterMoney debit card, subject to approval
- Image or eVue® statement
- ATM access

Additional Account Benefits for Seniors age 55 and Older

- Free checks in two styles
- Free notary service
- Free financial planning review

Free Checking

Refreshingly free as the air you breath, this account has no minimum balance, no monthly maintenance fee and no limits to the number of transactions you can make. Minimum balance to open: \$100.

Green Reward Checking

Conscious of its impact on our environment, this account boasts a very rewarding rate, no monthly maintenance fee, no minimum balance and up to \$25 in nationwide ATM refunds (if monthly requirements are met). Minimum balance to open: \$100.

Environmentally friendly (and convenient) electronic requirements for reward rate each qualification cycle:

1. receive one direct deposit or authorize one ACH auto transaction
2. make 10 debit card transactions (posted, not pending; excludes ATM transactions)
3. receive eVue electronic statement

Reward rate applies to balances up to \$99,999.99 that meet the monthly electronic requirements; the portion of a balance \$100,000 or great will also earn an additional rate. If all requirements are not met, a base interest rate will still be earned on all balances.

Interest Checking

Yearning to make your balance shine brighter, this account will pay you a competitive interest rate and allow an unlimited number of transactions. Minimum balance to open: \$100. Minimum daily balance to avoid maintenance fee: \$500. Maintenance fee if minimum daily balance not maintained each statement period: \$7.

Prime Interest Checking

Intent on earning you a great interest rate with no requirements and no limits to the number of transactions you can make, this account pays a competitive interest rate from a tiered structure. Minimum balance to open: \$100. Minimum daily balance to avoid maintenance fee: \$100. Maintenance fee if minimum daily balance not maintained each statement period: \$10. Minimum daily balance to obtain disclosed annual percentage yield (APY): \$500.

Interest Tiers

\$500 – \$4,999
\$5,000 – \$19,999
\$20,000 – \$49,999

\$50,000 – \$99,999
\$100,000 and up

Prime Money Market

Knowing you may be the type of person who doesn't make many transactions each month, this account gives you access to secure earnings through a tiered, premium interest rate structure. Minimum balance to open: \$1,500. Minimum daily balance to avoid maintenance fee: \$1,500. Maintenance fee if minimum daily balance not maintained each statement period: \$8.

Transaction limitations apply; please consult a customer relationship manager for more information.

Interest Tiers

\$1 – \$1,499
\$1,500 – \$4,999
\$5,000 – \$19,999
\$20,000 – \$49,999
\$50,000 – \$99,999
\$100,000 – \$199,999
\$200,000 and up

Loans

Home Mortgage Loans

As comforting and accommodating as the home you seek to own, our mortgage loans are designed to fit your lifestyle and needs. With competitive fixed or adjustable rates, and tailored monthly payments, we'll make sure the experience of obtaining your first home, second home or investment property is as accommodating as possible.

Home Improvement Loans

Aiming to give you a deeper sense of value, appreciation or simply belonging in your home, this loan offers competitive fixed or adjustable rates and low monthly payments to make a variety of home improvements possible. Whether you'd like to make your home more energy efficient, or enhance its appearance with updates to a bathroom, kitchen or landscaping, this can be a great way to increase the value of your home.

Home Equity Loans and Lines of Credit

Naturally wanting you to get the most out of your money, this loan or line of credit allows you to use the equity built up in your home to fund a wide range of needs. With potential tax-deductible interest and an accommodating repayment schedule, you can seamlessly pay for major home repairs, college education, debt consolidation and much more.

Consult your tax advisor about the benefits available to you.

Personal Line of Credit

Determined to protect you from unforeseen overdraft fees or credit dings, this line of credit will give your accounts automatic access to pre-approved funds should one become overdrawn.