

An aerial photograph of rolling green hills under a warm, golden light. A paved road winds through the landscape, curving sharply in the foreground. The hills are covered in lush green grass, and the overall scene is peaceful and scenic.

# Hills is for the Hawkeyes

Presentation for Hills Bank

By University of Iowa American Advertising Federation



DOWNTOWN IOWA  
CITY



MOBILE APP



EVENT MANAGEMENT  
(ORIENTATION)



EVENT MANAGEMENT  
(SPORTS)

A street scene in downtown Iowa City. On the left, a row of red brick buildings with white columns and a black metal railing on the sidewalk. A set of red carpeted stairs leads up to the entrance of one of the buildings. The street is lined with green trees, and a blue car is parked on the right. The text "Downtown Iowa City" is overlaid in the center.

# Downtown Iowa City

# Shop Local,

# Bank Local.

*Earn % cash back when you use your Hills Bank credit card at this location*



## Shop Local, Bank Local

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### **Local Engagement:**

- Demonstrates a commitment to supporting local businesses and the community.

### **Brand Exposure:**

- Provides a unique opportunity for the bank to showcase its brand to a diverse audience.
- Provides a strong increase in brand visibility via word-of-mouth presence

### **Targeted Marketing:**

- Provides an opportunity to tailor marketing messages to the local community.

# Window Display & Ambassadorship

Allen's Orchard

Bass Family Farms

Colony Acres





# Shop Local Bank Local – Social Media

SHOP LOCAL  
SMALL BUSINESS HIGHLIGHT

HILLS BANK



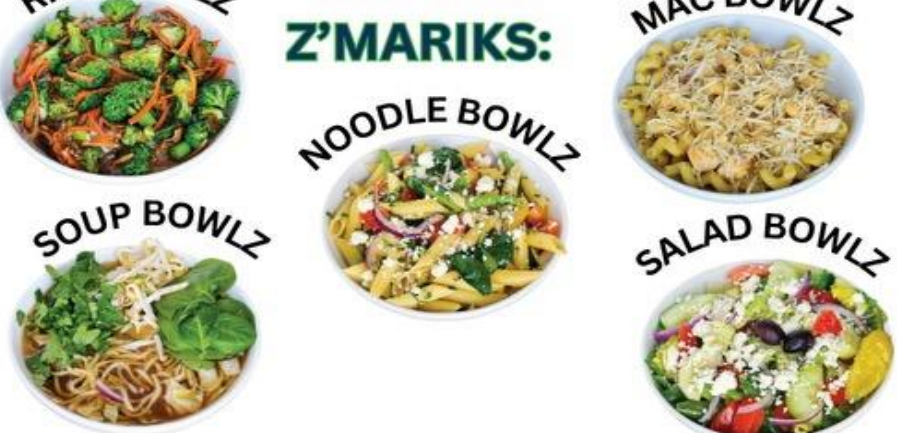
Z'MARIKS NOODLE CAFE

 Z'MARIKS NOODLE CAFE 

z'mariks is designed to be a fast, casual restaurant that offers fresh, made-to-order noodle, rice, soup and salad bowls served to your table within minutes!

**TRY THE Z'MARIKS:**

- RICE BOWLZ
- SOUP BOWLZ
- NOODLE BOWLZ
- MAC BOWLZ
- SALAD BOWLZ



# Widget Notification

Connects to Hills Bank  
Widget that you will hear  
from next

Highlights local businesses  
and reminders of events



# Hungry with Hills

## Community Engagement:

- Enhances the bank's visibility and engagement within the local community.
- Demonstrates a commitment to supporting local businesses and the overall community.

## Brand Exposure:

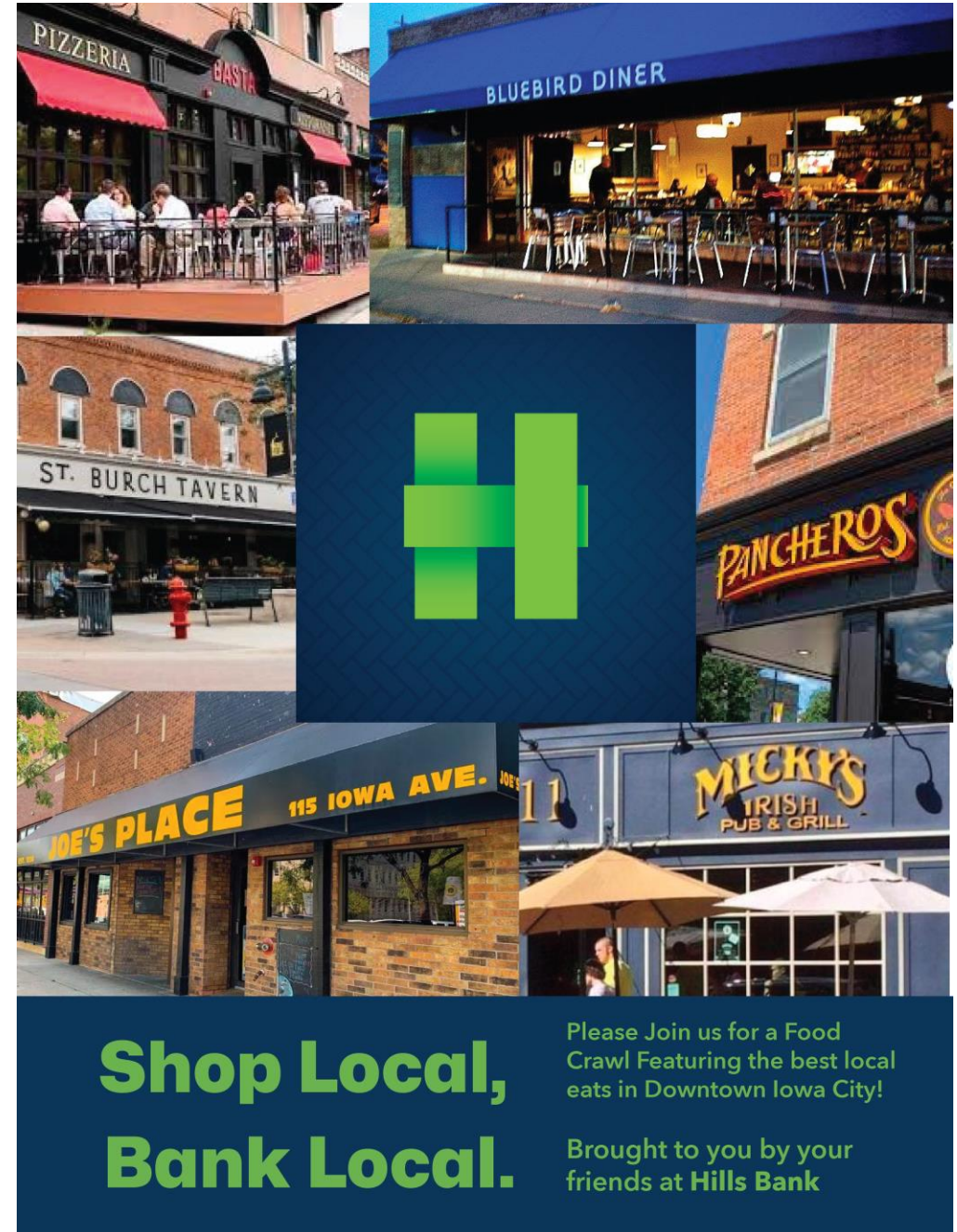
- Provides a unique opportunity for the bank to showcase its brand to a diverse audience.
- Exposure through event marketing materials, signage, and social media promotion.

## Networking Opportunities:

- Facilitates networking with local business owners and community leaders during the event.

## Targeted Marketing:

- Reaches a specific local audience interested in food and community events.
- Provides an opportunity to tailor marketing messages to the local and student community.



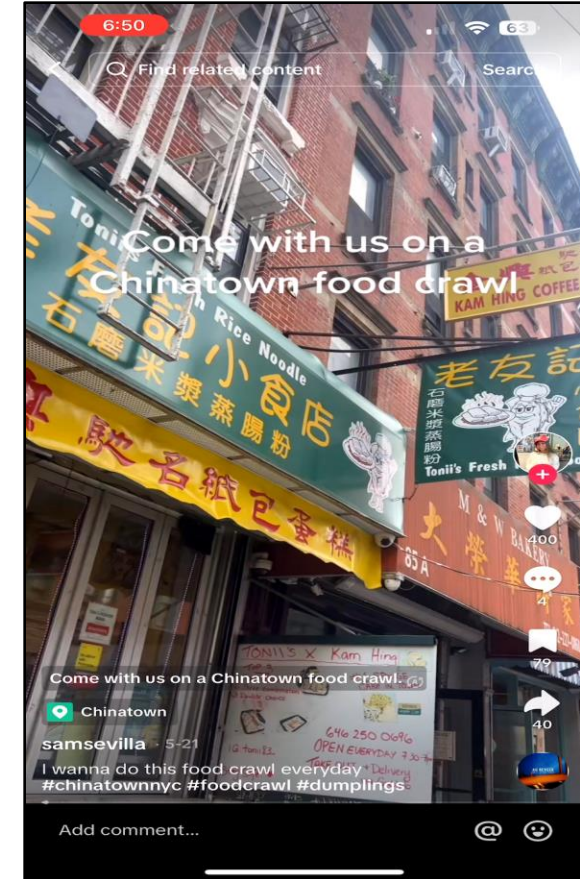


# Location Map

- Easily accessible to the University of Iowa student body
- Introduces new students to the local businesses and allows older students to find new and unique opportunities
- Shows the small businesses in a positive light
- Allows students to see and explore the downtown Iowa City area
- Find different opportunities within view of Hills Bank
- Have reached out to local businesses to see if they would partner in this
  - 2 companies have said yes



# Food Crawl - Tik-Toks




# Food Crawl - Social Media Templates



**Shop Local,  
Bank Local.**

Please Join us for a Food Crawl Featuring the best local eats in Downtown Iowa City!

Brought to you by your friends at **Hills Bank**



**The restaurants you know,  
from the bank you'll love.**



**Event Alert!**

IC food crawl : 8/8/8

# Hills Bank Widgets



# Hills Bank Widgets

## Why?

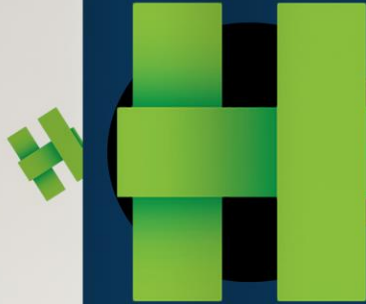
- To increase students joining Hills Bank.
- Gives students convenient access to their budgets, account balances, and transaction history.
- Creates a differentiated advantage compared to other local banks.



The image features a vibrant green background with approximately 15 white ceramic piggy banks scattered across it. Each piggy bank is a stylized pig with a coin slot on its back. The piggy banks are oriented in various directions, some facing forward, some to the side, and some to the back. The lighting is bright, casting soft shadows beneath each piggy bank. The text 'Orientation Booth' is printed in a black, serif font on the right side of the image.

Orientation  
Booth

Iowa City  
loves  
Hills Bank



*All new accounts  
are entered  
into the raffle!*



# What is at the Booth?

- **Incentive to approach:** Spin the wheel to win a coupon for a discounted/free item at a local Iowa City business
  - Supports local businesses, exposes new families to downtown restaurants/shops
  - Everyone loves free things!
- **Informative materials:** Fliers, pamphlets and marketing materials
  - Educate new families on Hills Bank offerings
- **End goal:** Have students sign up for accounts
  - How? Scholarship drawing





# Who is at the Booth?

## Hills Bank Representative

- Provide specific, accurate information

## Hills Campus Ambassadors

- Share their experiences banking with Hills
- Relate to students, more approachable

# Scholarship for student members

- What would an exclusive scholarship do for Hills Bank?
  - Provide a strong incentive for students to open an account with Hills Bank
  - Demonstrate the brand's commitment to education and community development

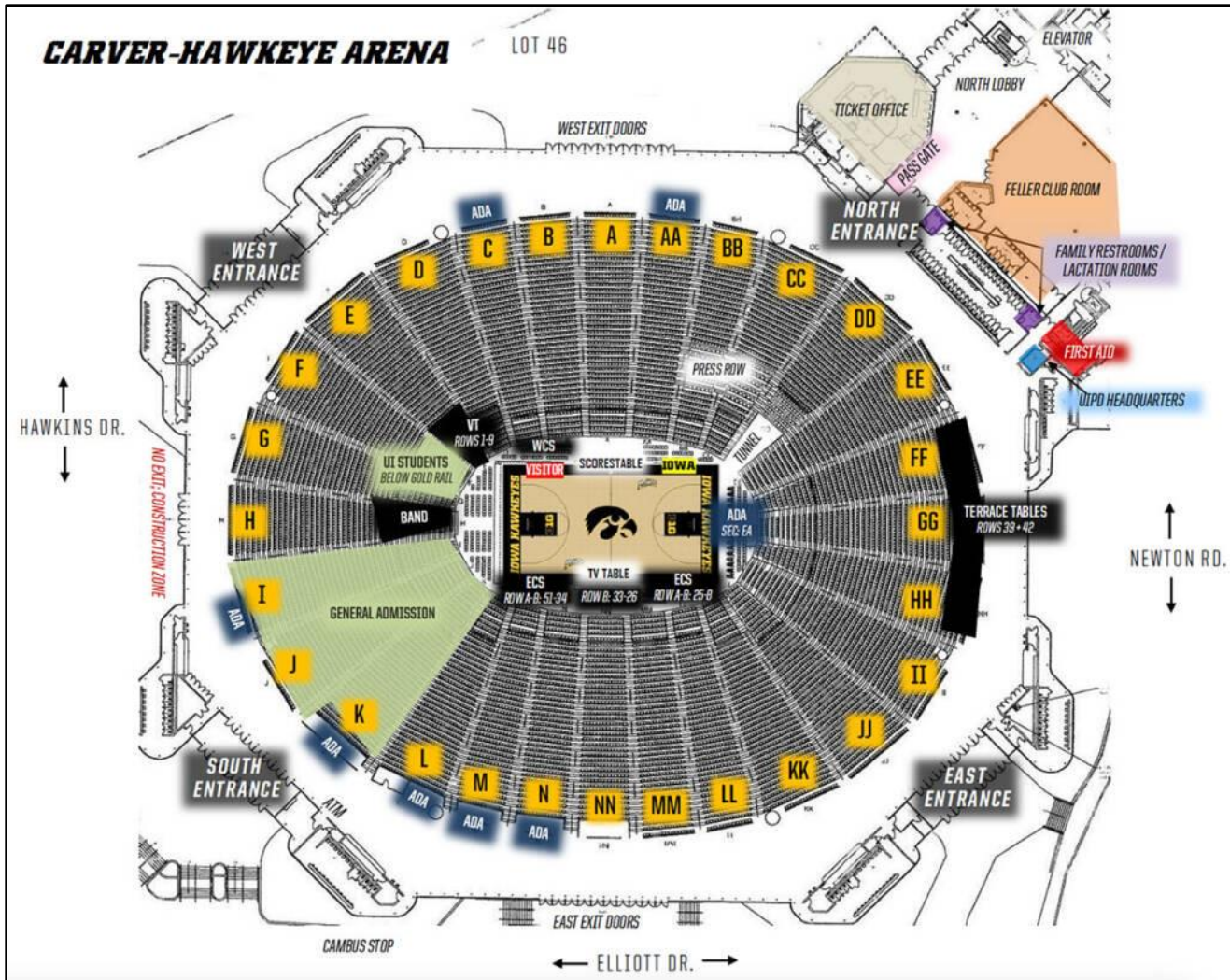


# Sports Event Management



# Associated Costs

- Spot within Carver (~\$600)



- Pop-a-Shot - \$100-300
  - Size & Quality Vary
- Student Ambassador (\$12.50-15 an hour)
  - Hills Bank Choice
- Other Resources
  - Folding Table (\$60)
  - Canopy - Banner (\$50)
  - Hand out Merch (N/A)



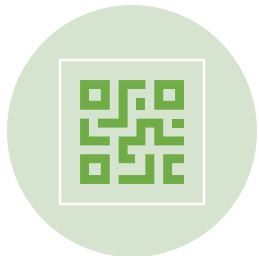
# Business Card Handouts



ATTENTION GRABBING DESIGN



HIGHLIGHT LOGO AND SAVINGS



PROVIDE QR CODE TO WEBSITE



EASY ACCOUNT SETUP BUTTON





# Engagement at Sporting Events

- Boost Student(College or High School) and Parent/Guardian Engagement.
- Promote student accounts with info pamphlets, Business cards
- Offer prizes and halftime entertainment. Sponsored by Hills Bank?
- Could attend various events other than sports events



# Promoting Within Sports



## HOW?

- Strategic booth placements
- Eye-catching displays / Interactive elements
- Trained student ambassadors to engage in conversation
- Utilize technology (digital signups for more info)
- Handouts, swag, prizes, etc.

## WHY?

- Showcases our target audience in students and parents/guardians. Includes youth as well.
- Creates a positive brand association
- Could find out more insights into student finance