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Local Agency Garners Top Awards from American Bankers Association

Houston and Beaumont, Texas – Financial campaigns produced by The Lee Group garnered both a first place and a runner up award at the American Bankers Association’s 2009 Financial Marketing Awards ceremony September 14, 2009.

The first place award was received for Broadway Bank’s Capital Strength “Personals” Campaign in the Humor category. The runner up award was received for Community Bank of Texas’ “Bank Where U Live” campaign in the Customer Acquisition and Retention category.



The Lee Group’s, Jo Ann Lipsey (in black) with Broadway Bank Marketing Team: Lance Greenfield, Kristine Logan and Fernando Ramirez.

“We are doubly honored by these awards,” said The Lee Group founder Ann Lee. “We get great satisfaction in producing campaigns for these two outstanding community banks and it makes it even more gratifying to be recognized nationally for what we love doing.”

A panel of financial service marketers and advertising professionals across the country

judged each entry based on execution of the communications strategy, message and positioning, as well as the campaign’s overall results.

Entries were divided into six categories, including annual report, brand, customer acquisition and retention, financial education, humor, and impact. Each category was judged

according to bank asset levels. Entrants included banks, savings and loans, insurance companies, brokerage firms, investment firms, and credit card companies.

The ABA Financial Marketing Awards were established in 1972 to recognize bank marketing professionals and their agencies for creative excellence. Now in its 37th year the annual competition has gained nationwide recognition as the premier marketing and advertising competition in the financial services industry.

*Founded in 1980, **The Lee Group** is a full-service advertising and marketing communications firm with offices in Houston and Beaumont. For more information on the firm and its services, call 713.864.8651 or visit www.theleegroup.us.com.*

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