



CELEBRITY MARKETING INC.

# Case Study: TD Banknorth



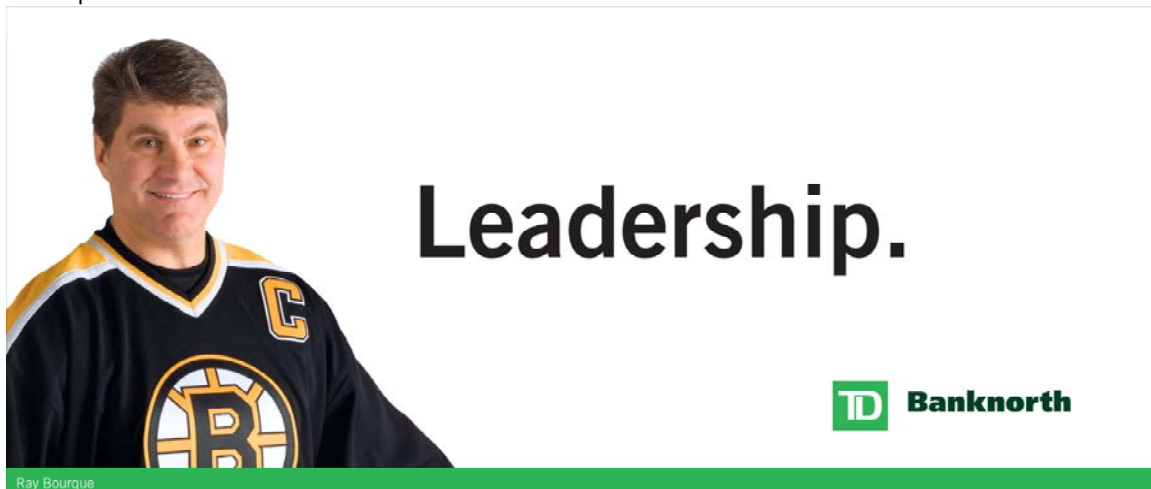
“CMI has been a valuable partner and integral component of TD Banknorth’s branding effort. Their success securing Ray Bourque, Troy Brown and Jason Varitek coupled with creativity and negotiating skill resulted in one of our most successful, cost effective advertising campaigns to date. Our relationships with the Boston Bruins and Celtics as well as their work on the naming rights of the TD Banknorth Garden are CMI initiatives that remain key parts of our success.”

- William J. (Bill) Ryan, Chairman TD Banknorth

In 2000 Banknorth Group took over Peoples Heritage Bank and became an 18 billion dollar institution with 322 branches in six states. By 2002 they had grown to 35 billion in assets and many more locations. Run by William J (Bill) Ryan since 1990 the bank was pursuing an aggressive growth strategy.

During 2003 Cleon Daskalakis of Celebrity Marketing met with Bill Ryan to discuss making Ray Bourque a key spokesperson for the bank during it’s next round of expansion. An avid sports fan, Ryan understood the concept of Brand Image Transfer and the value of building the bank’s brand with Ray.

On June 1, 2003 Banknorth signed a ten year contract with CMI, making Ray Bourque Banknorth’s spokesperson. The overall goal of retaining Bourque was to increase Banknorth’s brand awareness as it renamed newly acquired branches. CMI’s first task was to align the thinking of bank marketing staffs and its ad agency (VIA) to the benefit of a branding campaign featuring Ray. Once all parties were in agreement CMI moved the group toward making Banknorth the “Official Bank of the Boston Bruins” as well as a media buy on NESN. At the time Fleet Bank had the naming rights to the building restricting Banknorth’s ability to promote within, therefore all promotional work with the Bruins was done through outside marketing and sports clinics.



Shortly after obtaining Official Bank of the Bruins status; CMI, VIA, and Banknorth created the “Win a Day with Ray” and “Overtime” campaigns.

The “Win a Day” promotion was designed to drive growth of new checking accounts at the branch level. As accounts were established each new account holder received a

limited edition Raymond Bourque Bobble-head doll along with automatic entry into the Win a Day event. The "Overtime" promotion was designed to promote longer branch hours with customers. We used Ray's number (77) to communicate the bank's extended hours of 7am to 7pm every Thursday.

Both campaigns were promoted on radio, TV, in print and on-line ads with creative handled by VIA with input from CMI. Customers, bank management and bank employees considered both programs very successful.

During May and October 2005 respectively, the bank added CMI clients Troy Brown and Jason Varitek as additional spokespersons. Banknorth agreed with CMI's suggestion that having the "three captains" aligned with the bank would further enhance their brand. One set of TV and radio ads featuring all three was created.

Thereafter Troy and Jason were used extensively for local community outreach programs allowing the bank to receive sponsorship value in exchange for appearances.

Mr. Ryan became interested in the naming rights of the Fleet Center in 2005 and he named CMI to the team responsible for negotiating the change over. During negotiations CMI's focus was structuring the sports marketing components of the deal to the greatest benefit of the bank including; suite use, hospitality nights, ticket allocations, and player use. The negotiations were successfully concluded in July with the changeover in name to Banknorth Garden.



**Welcome to the team, Jason.** At TD Banknorth, we're proud to be partnered with three local legends. We've always been committed to the community, and let's face it: this community loves its sports.



[TDBanknorth.com](http://TDBanknorth.com)

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Now that the bank was the holder of the naming rights and Official Bank of the Boston Bruins, CMI moved the bank toward consolidating its position in the building by becoming the Official Bank of the Boston Celtics. CMI took a solo position during negotiations which saved the bank hundreds of thousands of dollars and resulted in a six year agreement between the team and the bank.



The bank wanted to leverage its sponsorship of the Banknorth Garden by promoting community good will. Starting with the 2005-2006 season CMI established the TD Banknorth Kids Clubhouse. The program has local branches select community based groups of 16 children to send to a Bruins or Celtics game. CMI developed and runs the entire program at over 80 home games each year (both teams) including; Scheduling, ticketing, limo pick up and drop off, permission slips, local media, arena media, photography and affiliate media. Though this is only one portion of the banks community outreach program it has exceeded the banks goals relative to the building sponsorship.



CMI continues to work with TD Banknorth to find new ways to promote its brand through the important partnerships with the Garden, the Bruins and the Celtics.