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Mills Financial Marketing Wins 5 Awards at the 2010 IBA Awards

(Storm Lake, IA)—Mills Financial Marketing, an Iowa-based financial marketing firm, received 5 advertising awards from the Iowa Bankers Association at a ceremony held May 7th at the West Des Moines Sheraton Hotel in West Des Moines, Iowa.

The Best of Iowa Awards ceremony is hosted annually by the Iowa Bankers Association, and is a statewide competition. Banks compete in a number of categories including: direct mail, radio, television, multi-media, and community involvement. Entries submitted reflect work produced in 2009.

At this year's ceremony, Mills won awards in a variety of categories, and the breakdown is as follows:

- **Gold – Grundy National Bank, Grundy Center, IA**
Project: Image Campaign
Category: Multi-Media
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- **Gold – Iowa State Savings Bank, Creston, IA**
Project: Youth Advantage Checking Flyer
Category: Print
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- **Gold – Farmers State Bank, Marion, IA**
Project: eNewsletter
Category: Non-print
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- **Gold – Farmers State Bank, Marion, IA**
Project: Mobile Banking TV Spots
Category: Non-print
[VIEW CAMPAIGN](#)
- **Silver – KSB Bank, Keokuk, IA**
Project: Lending Newspaper Ad Series
Category: Print
[VIEW CAMPAIGN](#)
- **People's Choice – Grundy National Bank, Grundy, IA**
Project: Image Campaign
Category: Multi-media
[VIEW CAMPAIGN](#)



In other industry news, Mills Financial Marketing works closely with the American Bankers Association (ABA), and agency principal, [Becki Drahota](#), was chosen as an instructor for the 2010 ABA School of Bank Marketing, and will speak at the Illinois and Minnesota Bankers conferences in June.

Mills Financial Marketing has for its 35-year history specialized in serving financial institutions, consistently working for dominant and emerging community/regional banks (and several credit unions) since that time. The company's client roster includes century banks, mature market leaders, de novos, and regional independent banks.

Mills Financial Marketing has also been consistently recognized for its creative efforts and results-focused integrated marketing campaigns. Mills provides advertising, public relations, training, research, direct response, creative execution and design, interactive and web services, marketing, and strategic planning. Mills currently serves over 30 financial institutions in 17 states, and has locations in Storm Lake and Des Moines, IA.

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