

FOR IMMEDIATE RELEASE

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Mills Financial Marketing Wins 8 Medals and People's Choice at 2011 IBA Awards

(Storm Lake, IA)—Mills Financial Marketing, an Iowa-based financial marketing firm, received 8 advertising awards plus People's Choice from the Iowa Bankers Association at a ceremony held May 6th 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: Multi-Media, Print and Non-Print. Entries submitted reflect work produced in 2010.

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



MULTI-MEDIA

Gold – Super Hero Campaign

State Bank & Trust, Nevada

Silver – Simply More Convenience Campaign

Iowa State Savings Bank, Creston

Silver – Community Cash Campaign

Grundy National Bank, Grundy Center

PRINT

Gold – Reg E Campaign

Bank Midwest, Spirit Lake

Silver – Connect Club Corporate Identity

Farmers State Bank, Marion

NON-PRINT

Gold – PAC eNewsletter

Iowa State Savings Bank, Creston

Silver – Guided Tour of PAC Website Video

Iowa State Savings Bank, Creston

Silver – eNewsletter

Farmers State Bank, Marion

PEOPLE'S CHOICE

Super Hero Campaign

State Bank & Trust, Nevada

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 2011 ABA School of Bank Marketing, and is keynoting at the ABA Marketing Conference in September and ABA Compliance Conference in conference in June.

Mills Financial Marketing has for its 36-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 20 states, and has locations in Storm Lake and Des Moines, IA.

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