

## FEATURED

## Ciera Bank uses toaster as a branding opportunity - literally

Sep 7, 2019  0

“Those of us who have been around a couple decades or more may recall that it was not unusual for a bank to give customers a new toaster for opening a new account. We always felt that day and age was recognized for banks knowing their customers on a very personal level, so we have brought back that offer,” said Ciera Bank CEO Charlie Powell.

Remember the days when banks gave away toasters to customers opening a new bank account?

Passé? Not at Ciera Bank which has added a high-tech twist to the tradition.

Ciera designed a promotional account offering customers who open new personal accounts a low-tech and a high-tech gift, with the low-tech (analog) toaster and the high-tech (digital) Amazon Echo personal assistant.

The toaster is also a branding opportunity – literally.

“Each time the toaster is used, the toast pops up with the Ciera Bank logo branded onto the bread,” he said.

The offer combining the blast-from-the-past toaster and the Echo digital personal assistant has generated positive comments, according to Powell.

“We began the offer with the opening of the Alexan Summit’s downtown luxury apartments since they are our neighbors across Summit Avenue. We are expanding our ‘Best of the old and the new offer’ to all our new customers,” he said.