American Bank wins national ad award in Bank Marketing Association contest

American Bank of Lafayette has been named a winner in the Bank Marketing Association’s annual Bank Advertising Awards Competition, “Best of Print” category.

The bank utilized several print medias during the duration of the “Evolution” campaign, including newspaper, billboards, tent signs and magazines.

“Our main objective with this campaign was to make the public aware of American Bank’s commitment to the people of Lafayette and the Acadiana area and to let them know that American Bank will always be here to support and assist them in any way possible during these evolving times,” says Gay Hopkins, marketing director for American Bank.

“At American Bank, we see change as an opportunity to be challenged by, and we hope that the ‘Evolution of a City’ campaign has made the people of Lafayette conscious of our ever enduring spirit and ability to achieve.”

This year’s BMA competition generated about 1,200 ad entries from nearly 500 financial institutions. The awards were presented at a May 4 luncheon sponsored by BMA in Boston.