

BancVue is dedicated to empowering community financial institutions to win the war for customers and deposits. BancVue's REALChecking™ system provides innovative and exciting deposit accounts that deliver new customers, generate non-interest income, improve profitability, and grow core deposits. Based on broad quantitative and in-depth qualitative consumer research, it targets the primary needs and desires of consumers, attracting them to your financial institution. All REALChecking products are implemented with data-driven consultation, ongoing training, traditional marketing services, and dynamic online marketing tools that ensure each product's success.

BancVue has also introduced Kasasa, the national brand of the REALChecking accounts. Designed to unite community financial institutions around a powerful brand of products that will awaken the disengaged banking consumer by delivering what research shows consumers want but believe they can't get. Kasasa delivers a marketing presence and scale that no single community bank can match on its own. BancVue creates and executes a comprehensive, integrated, and entirely localized marketing plan for each client. The plan comes to life around the theme "Do you Kasasa?" with a range of advertising materials in various mediums, all provided by BancVue. These include television and radio ads that feature America's top slam poets, print and bill board ads, aggressive public relations, Kasasa.com, social media outreach, community events and gorilla marketing.