

# First Federal Savings Bank, designing for the future.

Small, fast-growing bank builds in-house creative group to cut costs and create exceptional content with Adobe Creative Cloud for teams.



"Adobe Creative Cloud for teams provides easy scalability, great productivity, and substantial cost savings when compared to purchasing individual boxed software."

Cornelius Brackett, Media Specialist, First Federal Savings Bank



Adobe Creative Cloud for teams



## **RESULTS**



#### **SCALABILITY**

Equipped growing in-house design group with scalable creative solution while managing costs predictably



### INTEROPERABILITY

Integration among applications increased productivity and unleashed creativity



#### **SMOOTH WORKFLOWS**

Eliminated compatibility issues with vendors while keeping pace with innovation



#### **IN-HOUSE CREATIVE**

Brought brand design and marketing content development in-house to support 11 bank branches Adobe Customer Story

First Federal Savings Bank

Established in 1915

Employees: 217

Twin Falls, Idaho

www.BankFirstFed.com

# **CHALLENGES**

- Bring marketing content production in house to save costs and gain creative control
- Scale creative solutions to keep design team productive as it grows
- Maximize productivity and efficiency of in-house designers



# A commitment to excellence

A century-old institution, First Federal Savings Bank's mission is to be the best bank in the seven-county region in Idaho it serves by achieving excellence in everything it does. This standard of excellence extends to the bank's multifaceted marketing activities.

As a small, growing financial institution, outsourcing content production seemed like the natural choice. After all, the bank's core competency is finance and accounting, not design. But the bank soon saw an opportunity to gain more control and boost efficiency by moving creative and design activities in house. Today, a small in-house staff handles everything from designing brochures and billboards to producing radio and TV ads—all generated using Adobe Creative Cloud for teams.

"We knew that to build a successful in-house creative team, the creative software we used would have to keep pace with our growth," says Cornelius Brackett, Media Specialist for First Federal Savings Bank. "Adobe Creative Cloud for teams gives us the scalability we need, great productivity, and substantial cost savings when compared to purchasing individual boxed software."

# In-house content production

Brackett, who previously worked in purchasing at the bank, but had a background in design and technology, created some ATM ads that resonated with customers. Soon, the bank was asking him to edit brochures and create newspaper ads. Brackett eventually found himself spending 20 hours a week creating marketing materials including a high quality local television commercial.

## Adobe Customer Story

"Finance is happy that we can add creative licenses at a low cost per month as we bring on new designers or freelancers, versus paying a major up-front cost for desktop licenses."

Cornelius Brackett, Media Specialist, First Federal Savings Bank "I was familiar with Adobe Creative Cloud from my own individual use and the bank had a history with Adobe Creative Suite software," Bracket says. "Adobe is the standard for creative tools, so I knew it was a no brainer to move to Adobe Creative Cloud for teams to meet our creative needs."

# Making the case for cloud

Finance and accounting traditionally prefer to invest in depreciable assets, and they also wondered about security in the cloud. When bank leaders learned about the affordability and security of Adobe Creative Cloud for teams, their concerns were alleviated. They were also aware that by bringing content creation in-house, the bank could further reduce costs. In addition, Brackett explained that while the bank can continue to bring work in house, some work is still supported by outside print vendors who were already using Adobe Creative Cloud.

"Our print houses and video producer had already switched to Adobe Creative Cloud, and it was important to be compatible with our vendors to avoid potential workflow issues," says Brackett. "Even though we're a small financial institution, we need to use the latest tools so our team can develop marketing materials as good as or better than those created by outside vendors."

Currently, the team supports design needs for 11 branches, but soon, the bank expects to expand to other locations, and to enhance its marketing through online channels too. Adobe Creative Cloud for teams will provide the flexibility to grow while managing costs predictably.

"We plan to do more online marketing, including an imminent website redesign," says Brackett. "The materials we create now are a huge undertaking, so we need to be productive and scale easily. Finance is happy that we can add creative licenses at a low cost per month as we bring on new designers or freelancers, versus paying a major up-front cost for desktop licenses. It helps us from a planning standpoint to have this flexibility. Plus we can package the applications needed for different team members, so that we're not wasting any Creative Cloud licenses."

# Efficiency through interoperability

The team uses Adobe After Effects CC and Adobe Premiere Pro CC to produce some videos such as television spots, and Adobe Illustrator CC, Adobe InDesign CC, and Adobe Photoshop CC to create a variety of print materials. Brackett is also experimenting with Creative Cloud mobile apps, including Adobe Photoshop Mix and Adobe Color CC, which he used to grab palettes from a unique color scheme in a new bank building to create promotions and materials that visually fit into targeted environments.

#### Adobe Customer Story

"We're already creating a variety of content, and we see endless possibilities to do even more. Adobe Creative Cloud for teams really fosters productivity and creativity."

Cornelius Brackett, Media Specialist, First Federal Savings Bank

## **SOLUTION AT A GLANCE**

- · Adobe Creative Cloud for teams. Apps used include:
- · Desktop: Adobe After Effects CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe Photoshop CC, Adobe Premiere Pro CC
- · Mobile: Adobe Color CC, Adobe Photoshop Mix

With interoperability between all of the apps in Creative Cloud continuing to streamline workflows, Brackett can work nondestructively, modifying background imagery or other elements of projects up to the last minute. Or, he can accelerate his video workflow because projects don't have to be re-rendered when moving between After Effects CC and Adobe Premiere Pro CC.

"The workflows among the Creative Cloud applications constantly become more integrated," says Brackett. "This makes both learning and working with the applications more efficient. It just makes my job easier."

# **Expanding horizons**

By bringing design in house and moving to the cloud, the bank is conserving funds previously spent on outside vendors. Adding to the cost benefits, access to a wide array of creative software is spurring new ideas and opportunities.

"We're already creating a variety of content, and we see endless possibilities to do even more," says Brackett. "Adobe Creative Cloud for teams really fosters productivity and creativity. I love nothing more than downloading a new piece of software and playing with it to get the creative juices flowing. It's fun for me personally, and it helps us cultivate fresh ideas that genuinely benefit the bank."