

## **PR Component Overview: Blue Couch Campaign Places Columbia Bank's Small Biz Owners in the Limelight**

Due to the unscripted and hyper-local nature of the Blue Couch campaign, once on the air, each "Blue Couch" TV spot ultimately turns each featured customer into a local celebrity in his or her community. GreenRubino's PR Team identified the production process, specifically each on-site video shoot, as an opportunity to further the campaign's key messages.

Through a targeted media relations effort, GR PR granted key local media members behind the scenes access to the video set, including interviews with the "talent" and the Columbia Bank marketing team. As a result, we were able to secure a slew of regional placements that furthered the campaign's reach via credible third party endorsements totaling 800,000 impressions.

### **SAMPLE PITCH**

Hi <<insert reporter>>,

This Sunday April 15, Columbia Bank will begin taping for its Blue Couch campaign launching in May 2012. One of the spots will feature Tacoma's own LeMay Car Museum, along with local businessmen LeMay's CEO David Madeira and COO Paul Miller. I wanted to invite the *Tacoma News Tribune* to attend or send a photographer to the taping at LeMay this Sunday, April 15.

David and Paul will be available to discuss their brush with local fame and why they got involved. Columbia Bank Senior Vice President of Marketing David Devine will also be on location this Sunday and available for comment. The shoot schedule is below. You're welcome to view the taping and conduct interviews when it wraps.

#### **LeMay Car Museum – Sunday, April 15**

David Madeira, CEO (Tacoma)

Paul Miller, COO

4:30 p.m. – Crew arrives at location

4:45 p.m. – Talent into makeup

5:45 pm. – Rolling interview with Paul and David

6:30 p.m. – Wrap out of location

The Blue Couch campaign focuses on real Columbia Bank customers in the markets in which they do business. All of the unscripted interviews take place on a blue couch, which has become an icon of the bank, representing the interactions and customer service for which the bank is known. Each spot is set in a venue like the LeMay Car Museum -- an environment relevant to each customer's story, yet not typical for a couch. These simple yet powerful spots cut through the clutter and get across a message that is important to people in the Tacoma market.

Please let me know if you're able to attend by this Friday afternoon. If you're unable to make it, please let me know if you'd like me to send you a photo of the shoot for future consideration.

Best,

Signature

## RESULTING COVERAGE

The Weekly Volcano, April 16, 2012



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April 16, 2012 at 3:15pm

## Hell yes we attend Columbia Bank commercial tapings

By [J.M. Simpson](#) [Comments \(0\)](#)

HERE COMES A CAMPAIGN >>>

Priceless cars and a simple but elegant [LeMay America's Car Museum](#) set the mood for one of [Columbia Bank's](#) Blue Couch tapings, in which real customers kick back on the bank's iconic blue couch as tell it how it is.

"It's unscripted," commented Stacia Allen, a spokeswoman for [GreenRubino](#), the bank's advertising agency, during yesterday's taping at LeMay.

Columbia Bank senior vice president of marketing, David Devine nodded his head in agreement.

"Simple, beautiful, well-crafted," he added.

The focus of the Blue Couch taping was the museum's CEO David Madeira and COO Paul Miller. The Blue Couch campaign launches next month.



As employees for [NorthXNorthwest](#) set up lights, cameras and sound equipment for the commercial, the chemistry between the museum's leaders was clear and simple.

The taping went smoothly and crisply - both Madeira and Miller clearly had fun.

"This was great, just great," commented Devine.

South Sound Magazine, June/July 2012



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# South Sound Life

BY JUSTINE MCDANIEL



## Columbia Bank launches Blue Couch campaign

Sitting on Columbia Bank's signature blue couch, local customers discuss their experiences with the bank in unscripted interviews for new TV commercials. *Pictured: LeMay Car Museum CEO David Madiera and COO Paul Miller talk about Columbia Bank at LeMay on April 15. Image courtesy GreenRubino.*

WestSeattleKomo.com, April 30, 2012



## Columbia Bank 'Blue Couch Campaign' shot in West Seattle



Submitted by [Rose Egge](#), KOMO Communities Reporter  
Monday, April 30th, 2012, 2:29pm

Topics: [Business](#), [People](#)



A Normandy Park husband and wife are such big fans of [Columbia Bank](#) they will be featured in a commercial as part of the bank's "Blue Couch Campaign."

The campaign features customers of the Northwest, community bank talking about their experiences on a blue couch at a notable northwest location.

Andrew and Barbara Turner of filmed a commercial for the bank on Alki Beach earlier in April.

After 19 years as customers of the bank, the Turners were approached by their personal banker and asked if they would be interested in being featured in a commercial.

"We're a lot of fun!" Barbara told me. "And together we have great chemistry."

Being big fans of the bank, and having never been in a commercial, the couple agreed.

"We did it because we believe," Barbara said. "And it was fun! We're always looking for a new adventure."

The Turners first heard about Columbia Bank 19 years ago when they purchased a home in Normandy Park.

"I appreciate how holistically they think about your financial picture," Barbara said. "They're just on top of it."

The couple also appreciates how the bank sponsors several local organizations.

"You walk into any branch and it's so different from walking into any of the big national banks," Barbara said. "There heart is in the community."

The commercials will start airing middle of next week.

