

## CASE STUDY: Peapack-Gladstone Bank

### CHALLENGE

Peapack-Gladstone Bank's trust division was so successful the bank decided it should have its own identity and marketing materials. Having helped the bank brand itself, we were called upon to brand PGB Trust & Investments.

### SOLUTION

We created the corporate identity for PGB Trust & Investments and integrated marketing materials including an overview brochure, print and radio advertising and an extensive website with strong branding, ease of navigation and linkage to the bank's website which we also designed.

### RESULTS

We have built a favorable brand image and have grown their assets under management by nearly half-a-billion dollars.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



## BLOCK & DECORSO

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