

QNB BANK LAUNCHES NEW IMAGE CAMPAIGN

QUAKERTOWN PA (12 July 2010) QNB Bank recently unveiled its new marketing campaign and tag line, “Always you. Always QNB.” With this campaign, QNB emphasizes its strong foundation, willingness to lend and its commitment to customer service and community ties.

QNB has been in business for 133 years, and the average tenure of a QNB employee is 10 years. In fact, the majority of department heads have been with QNB for 10, 15, even over 20 years.

“This kind of longevity leads to a rich understanding of the community, the bank and customer needs,” said Thomas J. Bisko, President and Chief Executive Officer of QNB. “It is the faces behind QNB that make it special. QNB’s strength resides in its people – and the relationships built with our customers.”

There is something to be said about a bank that hasn’t gotten caught up in all the “merger mania.” In an industry with lots of turnover, QNB has always remained the same trusted, independent bank for the same loyal customers, hence the campaign tag line “Always you. Always QNB.”

This new campaign, designed and developed in collaboration with Altitude Marketing of Emmaus, will appear in everything from print, online, in-branch video, pole banners, fliers and more. Altitude previously worked with QNB to design their 2009 Annual Report, sent out in May of this year.

QNB Bank is a community bank based in Quakertown, PA with 9 locations serving portions of Bucks, Montgomery and Lehigh counties. QNB helps customers achieve their goals by providing a total financial relationship built upon exceptional personal service and a sincere interest in their success. Visit QNB at www.qnbbank.com

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