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## **BrandBank Delivers Integrated Marketing Program to National Remote Deposit Provider**

MINNEAPOLIS, MN – One of the fastest growing providers of remote deposit capture (RDC) has turned to a specialized marketing company to help drive home the features and benefits of the new technology that has taken the financial services industry by storm.

Cachet Financial Solutions has tapped The BrandBank, a Minneapolis financial services marketing consultant, to help Cachet's customers take advantage of RDC. The BrandBank is providing a wide variety of marketing services for Cachet, which is headquartered in Minneapolis and has additional offices in California, Illinois, Massachusetts, North Carolina, Texas and Washington.

RDC, which was first introduced in 2004, allows individuals and businesses to deposit checks remotely using desktop scanners and camera-equipped Smartphones. Since then, banks and credit unions have struggled with regulatory, technology and customer service issues that have prevented deeper market penetration for RDC. Cachet provides a unique Web-based solution and offers full customer and marketing support to financial institutions of all sizes.

"Cachet is a very unique company in that it provides old technology in a new way," said Tom Grady, Co-Founder and Senior Marketing Director for The BrandBank. "On one hand, you have RDC technology evolving very quickly. On the other, you have risk-averse customers who generally are very cautious about introducing anything new.

"We've been able to illustrate that Cachet's proven technology and industry experience are a perfect match for a lot of financial companies today," he said. "They offer a great, fully integrated solution and our job is to differentiate them from their competitors as efficiently and effectively as possible."

The BrandBank has developed a comprehensive integrated marketing program, including building and managing the company’s Website, production of all advertising and collateral materials and trade show exhibitions. The BrandBank is also helping Cachet provide much-needed marketing ideas and support to their customers who have struggled selling the RDC concept to their own clients. So far, Cachet executives say the partnership has been very beneficial for their business.

“The BrandBank has really helped us with our marketing and branding initiatives,” said Jeff Mack, Cachet’s Chairman and CEO. “Marketing and promotion are key elements to RDC implementation for our clients,” he said. “The BrandBank is able to offer a full suite of marketing services to help drive RDC within these institutions. Our clients don’t have to be marketing gurus. We bring the experts to them.”

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#### **About The BrandBank**

The BrandBank is a full-service marketing firm providing business solutions to independent banks and other financial institutions. It specializes in designing and executing unique brand identities. The BrandBank works directly with owners and senior management to create and implement an integrated strategy to immediately improve brand recognition, strengthen customer loyalty and increase profitability. Its product and service offerings include brand development, website enhancements, e-newsletters, strategic marketing, product/service launches and customer communications. For more information, visit: [www.brandbankusa.com](http://www.brandbankusa.com).