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Sandy Spring Bank Names Cornerstone Agency of Record

Cornerstone, a full-service marketing and organizational communications firm located in Baltimore, announced that it has been named agency of record by Sandy Spring Bank. Cornerstone will provide advertising, public relations, strategic marketing and planning, collateral development, and media planning and buying services to the 137-year-old bank, which operates 31 community offices and 67 ATMs throughout Maryland.

"We were immediately impressed with Cornerstone's creative capabilities and experience in brand development and integrated communications," said Jim Burrows, Sandy Spring Bank senior vice president and director of marketing. "As we begin to build the Sandy Spring Bank brand, we looked for a marketing partner with the ability to not only produce breakthrough creative, but also to provide effective internal brand support and marketing communications. We found that with Cornerstone."

Cornerstone is currently conducting a brand and image awareness study for Sandy Spring Bank and recently began designing the company's 80-page 2005 annual report. A new advertising campaign, which will include print, direct and broadcast advertising, is expected to break in March.

"This is a great opportunity for Cornerstone," said Greg DesRoches, president of Cornerstone. "We look forward to partnering with Sandy Spring Bank to shape their brand, build consumer awareness, and further enhance the company's reputation for outstanding personal service."

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Founded in 1868, Sandy Spring Bank is the third largest publicly traded banking company headquartered in Maryland and the oldest independent banking institution in the state. Independent and community-oriented, Sandy Spring Bank offers a broad range of commercial banking, retail banking and trust services.

Cornerstone is a full-service communications firm located in downtown Baltimore. Cornerstone provides comprehensive communications services, including advertising, corporate communications, external and internal brand development, public relations and strategic communications, to a variety of clients throughout the mid-Atlantic region. Cornerstone's client roster includes businesses, non-profits and governmental organizations in the financial services, healthcare, residential development, hospitality, recruitment and technology industries.

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