

July 15, 2020

RE: Letter of Recommendation for GriffinWink Advertising.

Dear Sir or Madam:

It is my pleasure to provide this letter of recommendation for Rusty Griffin and his team at the GriffinWink Advertising agency. Although it has been several years since I have worked directly with this firm; I am aware that they have grown and expanded during this time. This should speak well of their strength and ability to meet their customer needs and deliver a quality product during times of both prosperity and downturn.

I was employed by First Bank from 1987 until 2008 and acted as the Marketing Director for First Bank from 1996 to 2008. First Bank is a regional, Alaskan family owned; community bank headquartered in Ketchikan. During this timeframe, I engaged Rusty (at that time "The Griffin Group") to assist our company with creative design for a couple of marketing campaigns as well as updating our in-branch collateral materials (direct mail post cards, posters, product brochures, radio ads, print ads etc.). There had been some disruption in our market with the sale of National Bank of Alaska to Wells Fargo. We created a campaign to attract Alaskan customers that were not comfortable switching to a large, outside company with no track record in Alaska. We felt the results of these efforts were successful and our message resonated with the local SE Alaska communities affected by this change.

My experience working with Rusty Griffin has been one of collaboration. Rusty was willing and eager to learn about our business, marketplace, and customer experience in order to create the message and graphics we desired. I and my management team were pleased with the creative design quality and response time when building the campaigns and revising our in-branch collateral and sales pieces. I believe you will find Rusty to be equally willing to research your customer base, product line, customer experience and brand promise to create a message and campaign design that is attractive and compelling. Please give the GriffinWink Advertising team all due consideration in your search for an advertising agency.

Best regards,



Eric F. Bjella

Former Marketing Director at First Bank 1996 – 2008

Current Marketing Director at Bank of the Pacific (WA): 2010 – present