



Mailer/small brochure, brand book, research, and print ad for Royal Neighbors of America, a fraternal life insurance company that focuses on insurance and financial services for women.

The Gunter Agency has years of experience helping financial services grow and prosper.

A television commercial for the First National Bank of Moline promoting their local ownership, won the Gunter Agency their first ADDY Best of Show award. New customer surveys showed that people literally switched to the bank after seeing the commercial. (Ironically, the bank later was sold and incorporated into a larger banking system.)

Before starting the Gunter Agency, creative director Randy Gunter had years of experience at other agencies working in the financial sector. One advertising campaign for Norwest Banks was so successful that they were getting loan applications from locations where they didn't even have a local branch. In the state of Iowa they had thousands of loan applications through the mail.

With their first ad campaign for Royal Neighbors of America, the Gunter Agency swept the print category at the Insurance and Financial Communicators Association, the first time that had ever happened at the national IFCA advertising awards.

The agency had done attention-getting work for:

- Banks
- Credit Unions
- Life Insurance and Investments
- Property and Casualty Insurance
- Health Insurance
- Associations

In the process, they have won awards in the industry for:

- Print ads
- Television commercials
- Radio commercials
- Long format video presentations

Contact the Gunter Agency for more information and a demo reel of work in the financial services industry.

info@GunterAgency.com • 608-527-4800



We helped Oak Bank get launched, this was their original prospectus.

Industry: Financial Services

I want to build a fort on top of our house so that when little Neal Ruppert comes along I can shoot peas at him with my pea shooter and he can't get me because the walls are too high... But mom wants to redo the kitchen. Maybe if we put the kitchen in my fort I can always have peas around in case Neal Ruppert walks by.

A Norwest home improvement loan can make almost anything happen.

To The Nth Degree[®]

SEE HOW WE LOCATIONS

IN A MINUTE: 241 Howard Ave. Ste. 100 • 949-449-1100 • 949-449-1100
 PEORIA: 1601 Commercial Ave. Ste. 100 • 314-833-1100 • 314-833-1100
 ST. LOUIS: 1601 Commercial Ave. Ste. 100 • 314-833-1100 • 314-833-1100
 ST. LOUIS: 1601 Commercial Ave. Ste. 100 • 314-833-1100 • 314-833-1100

AREA LOCATIONS

1601 Commercial Ave. Ste. 100 • 314-833-1100

I want to get a really big aquarium and have all kinds of things in it, like sharks and fish and octopuses and jellyfishes. But mom wants a new bathroom. Maybe I can still get an octopus or a squid or something and just keep it in the tub!

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I want a big tower that has a winding staircase and I can let my hair grow long like Rapunzel and let my hair out the window and a handsome prince can come up... But dad wants a new garage. Maybe we could put the tower on the garage and when my handsome prince comes he can drive dad's car.

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*This series of ads changes the perspective on home improvement loans with the approach of what a kid would do to the house (but follows up with what Mom and Dad actually wants to do.)**

*These ads for Norwest Banks were conceived and written by creative director Randy Gunter while he worked at Thomas C. Porter & Associates.

More than 175 million members worldwide

my credit union
it belongs to me

International Credit Union Day[®]
October 16, 2008

values • voluntary membership • democratic control • non-discrimination • distribution to members
 building financial stability • service to members • on-going education • cooperation among cooperatives • social responsibility

This poster was created for International Credit Union Day for CUNA's international affiliates. The world image is created from photos of people, many submitted by credit unions from around the world.

Is there such a thing as a guaranteed investment?

OF COURSE!
The Monona State Bank Guaranteed CD

5.00% APY*
48 Month CD

Earn \$10,783.44 GUARANTEED with \$10,000.00 for just 48 months. 5.00% APY* Guaranteed CD*

4.50% APY*
36 Month CD

Earn \$7,065.19 GUARANTEED with \$10,000.00 for just 36 months. 4.50% APY* Guaranteed CD*

Available for IRA plans. (CDR investment up to \$10,000)

Stop worrying and start earning!
Call Barbara, Liz, Monona or Sherry at 223-3000

Home Loans, Hometown Decisions

Great Rates
Home Loans

Call 223-3000

Our Bank is Built on Customer Referrals.

Call 223-3000

A series of ads for Monona State Bank.

IN THE GAME OF LIFE, THERE IS NO INSTANT REPLAY.

Life gives you plenty of opportunities to succeed. Make sure you're in the right position to provide for your future...because you don't get a second chance to plan ahead.

National Guardian Life Insurance Company
Caring today about your financial tomorrow[®]

2 East Gilman • Madison, WI
1-800-548-2962
www.nationalguardian.com

IN THE GAME OF LIFE, THERE IS NO INSTANT REPLAY.

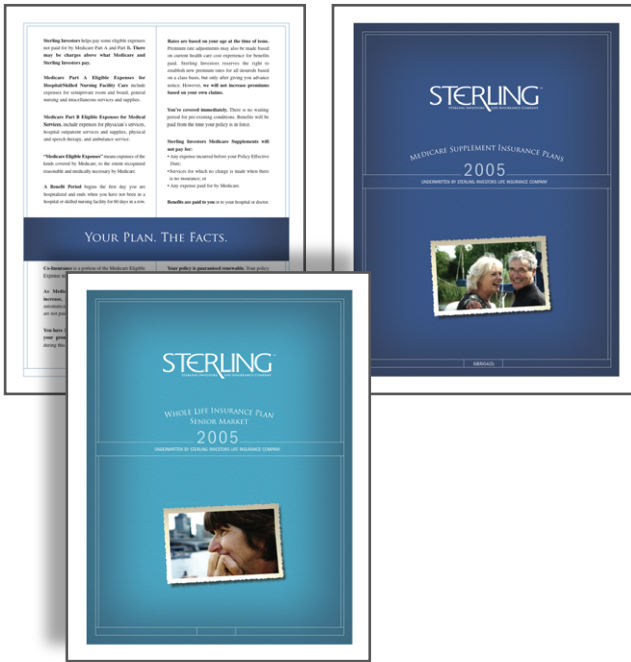
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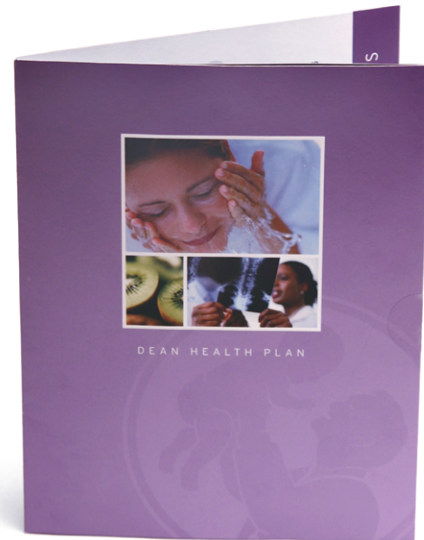
Two ads from a series for NGL that were positioned in University of Wisconsin sports programs.

Industry: Financial Services



Brochures for Sterling Investors Life Insurance Company.

Brochure for Dean Health Plan.



This ad was for independent insurance agents, explaining that General Casualty can grow and be a billion dollar company, but still offer personalized service. The image was licensed from the M.C. Escher foundation. A series of ads showed imagery where you can see different things within the pictures.



An ad for the insurance trade showcasing a National Guardian Life (NGL) product for seniors.