

Banco Popular Highlights Time Saving Tools and Services in New Campaign

Release Date:

Wednesday, May 22, 2013 9:28 pm EDT

Terms:[English VI](#) ^[1]**Dateline City:**

ST. THOMAS, U.S.V.I.

ST. THOMAS, U.S.V.I. – Banco Popular launched today a new institutional campaign with the slogan: “Every Second Counts”. The financial institution distinguishes the various tools and services that it offers its clients that save them time on a daily basis so they can enjoy the rest of it on things that really matter.

The campaign promotes how its clients can focus their time on creating, evolving and building something special. Captivating visuals serve as the main channel to get the message across.

“We pride ourselves in developing strategies and tools that provide our clients with convenience and effectiveness. This campaign presents our commitment to our clients and our understanding of what really matters,” stated Antolín Velasco, Senior Vice President of Banco Popular’s Virgin Islands Region.

Mi Banco Online, Mi Banco Mobile and TeleBanco are only a few of the many services that Banco Popular offers its clients. The institution, known for being a clear example of ongoing innovation, uses a strategy of time and value to get its message across to the different audiences.

Banco Popular offers 24 hour banking thru online, TeleBank, and its mobile app from wherever its clients choose to bank. By having banking services 24 hours a day and seven day a week, people can organize their time in a more efficient manner.

“We do not want to add stress or difficulty to our clients’ lives. On the contrary, we want to save them time because we know that in the everyday clutter, every second counts,” added Velasco.

The various visuals for the campaign were shot locally in the Virgin Islands.

Giving Back to the Community

The community has always been a main focus for Banco Popular. This year, aside from the various donations and sponsorships, the financial institution will hold its second edition of *Ultimate Flavors of the Islands*. The purpose of the event is to showcase the amazing talent that the Islands have and lend a hand to the development of future culinary professionals. Proceeds from ticket sales will be donated to the USVI Department of Education for the creation and implementation of local culinary programs.

“Flavors is more than an event about food, it is about showcasing real talent and providing unique experiences to our future culinary professional,” said Oran Bowry, Senior Vice President of Operations and Administration of Banco Popular’s Virgin Islands Region.

The event will take place this Friday, May 24 at the Frenchman’s Reef and Morning Star Marriot Beach Resort. Tickets are available at any Banco Popular branch in the Virgin Islands and at www.ticketpop.com ^[2]. They can also be purchased at the door the day of the event.

About Banco Popular Virgin Islands

Banco Popular Virgin Islands is one of the leading financial institutions in the area, with a network of nine branches located in St. Thomas (5), St. Croix (3) and Tortola (1). In addition to three credit centers and three mortgage centers, it has online banking services available through its webpage www.popular.com/vi ^[3] and TeleBanco by calling 1-888-724-3655. The institution also has a mobile app for iPhone®, iPod touch® and Android™ devices.

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Language:

English

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