

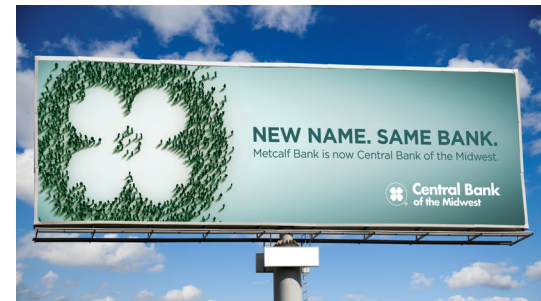


# NEW NAME. SAME BANK.



**CLIENT**  
CENTRAL BANCOMPANY

**PROJECT**  
NAME CHANGE CAMPAIGN



## CLIENT

Central Bancompany is an \$11.3 billion, Missouri-based bank holding company with 13 full-service community banks and more than 250 locations across Missouri, Kansas, Illinois and Oklahoma. *Forbes* has recognized Central Bancompany as one of “America’s Best Banks” for seven years in a row in its annual review of the nation’s 100 largest financial institutions.

## CHALLENGE

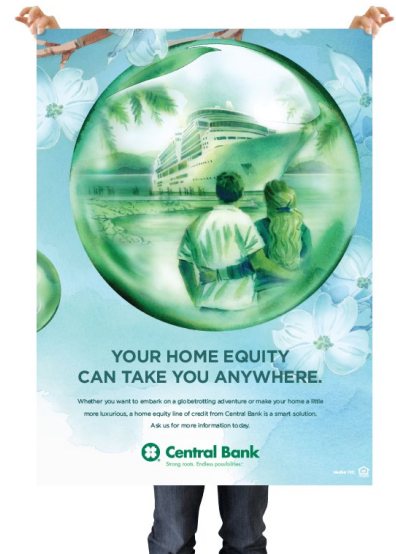
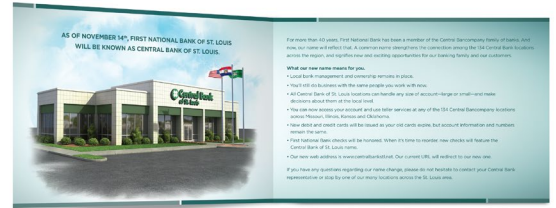
For years Central Bancompany’s 13 banks had been marketing themselves independently, many with well-established brand identities. In 2014, nine of the 13 banks moved from national fiscal and regulatory charters to state charters. The holding company took advantage of this opportunity to establish a consistent brand among all 13 banks, initiated by a company-wide change to one name: Central Bank of [Location]. Central Bancompany needed to assure audiences that while the name was changing, customers could still count on an experience with the community banks they know and love but with the additional benefit of being part of a larger, connected network.



## APPROACH

Looking toward the bigger picture, Woodruff Sweitzer developed a creative strategy that led the way for marketing and communications efforts to address the holding company's name change but that also extended into several individual product-line campaigns to further promote the new brand. The unique concept — a transformative watercolor painting effect — was designed to simply, yet elegantly, inform customers of the name change while illustrating how the people, leadership and each bank's commitment to their individual communities would remain the same. TV ads drove home this idea with animation of people in the community converging to form Central Bancompany's iconic dogwood logo. This symbolism stretched to a variety of materials, demonstrating an important benefit of being a part of a family of banks — customers could now access their accounts anywhere they saw the white dogwood. The principal campaign covered several mediums, including TV, radio, print, digital, outdoor, in-bank POS materials, direct mail, event materials and city bus wraps.

Product-line campaigns specific to mortgage lending, commercial banking and home equity phased in throughout the following year. Communicated through TV, radio, digital and in-bank POS materials, Woodruff Sweitzer created these campaigns to capture the new brand essence while also distinctly promoting features of each product line.



## RESULTS

Prior to the name standardization and rebranding efforts, it was challenging for Central Bancompany to effectively market themselves: their 13 individual banks competed with one another for space. Since aligning efforts, traction has been gained, particularly online with search engine marketing and optimization. Working under one name and one brand has given the banks the lift they need while maintaining their local identity and delivering more value for their marketing dollars.

Customers are also learning that being a part of a larger network has its advantages. Since the campaign, customers have increased their use of member banks outside their main markets. Central Bank of Boone County customers, for example, utilized non-Boone County branches at a growth rate of 20 percent each month during the first six months.

