

MABUS



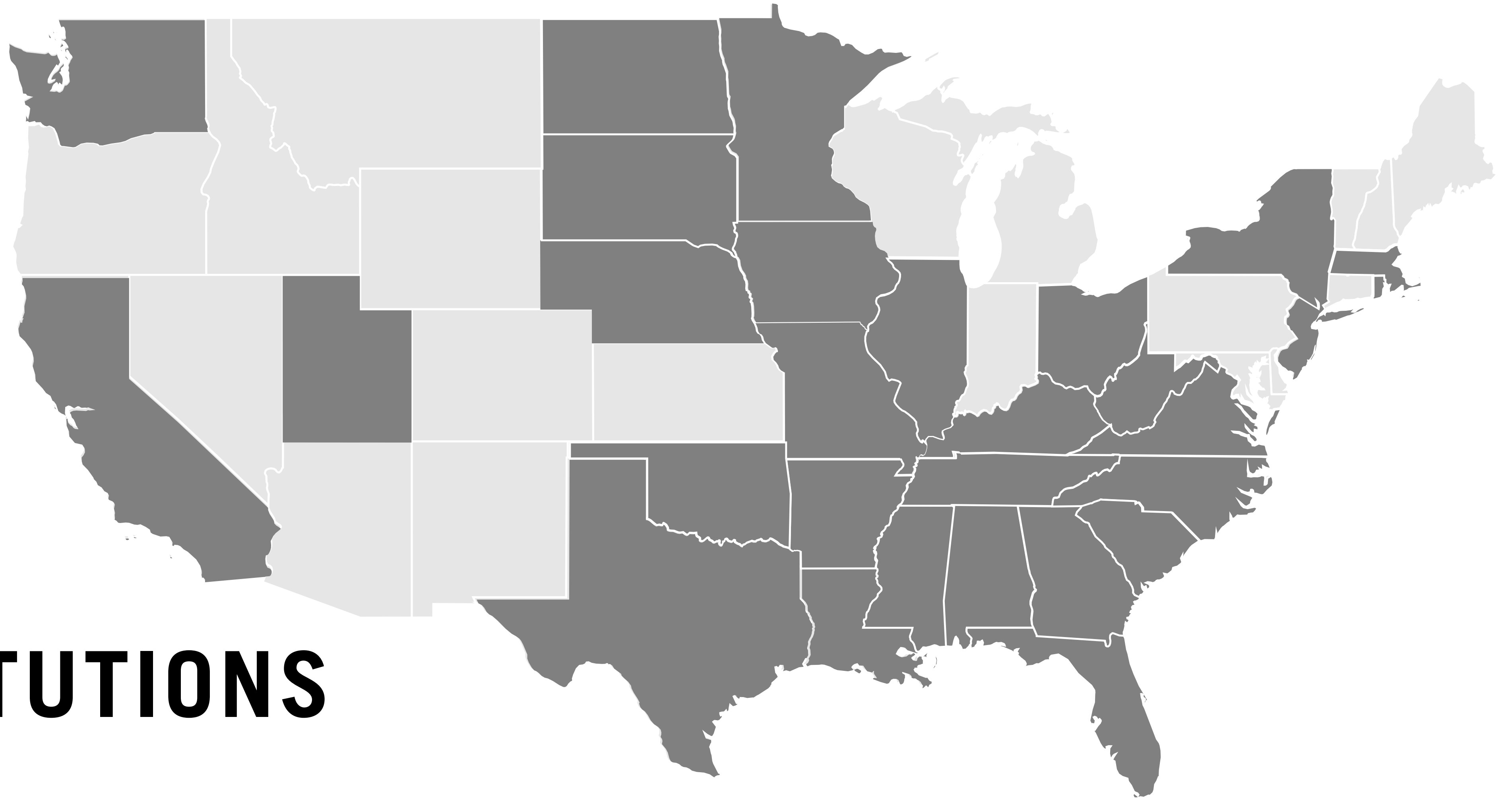
THE
VBACONNECT|PROTECT
EXPERIENCE



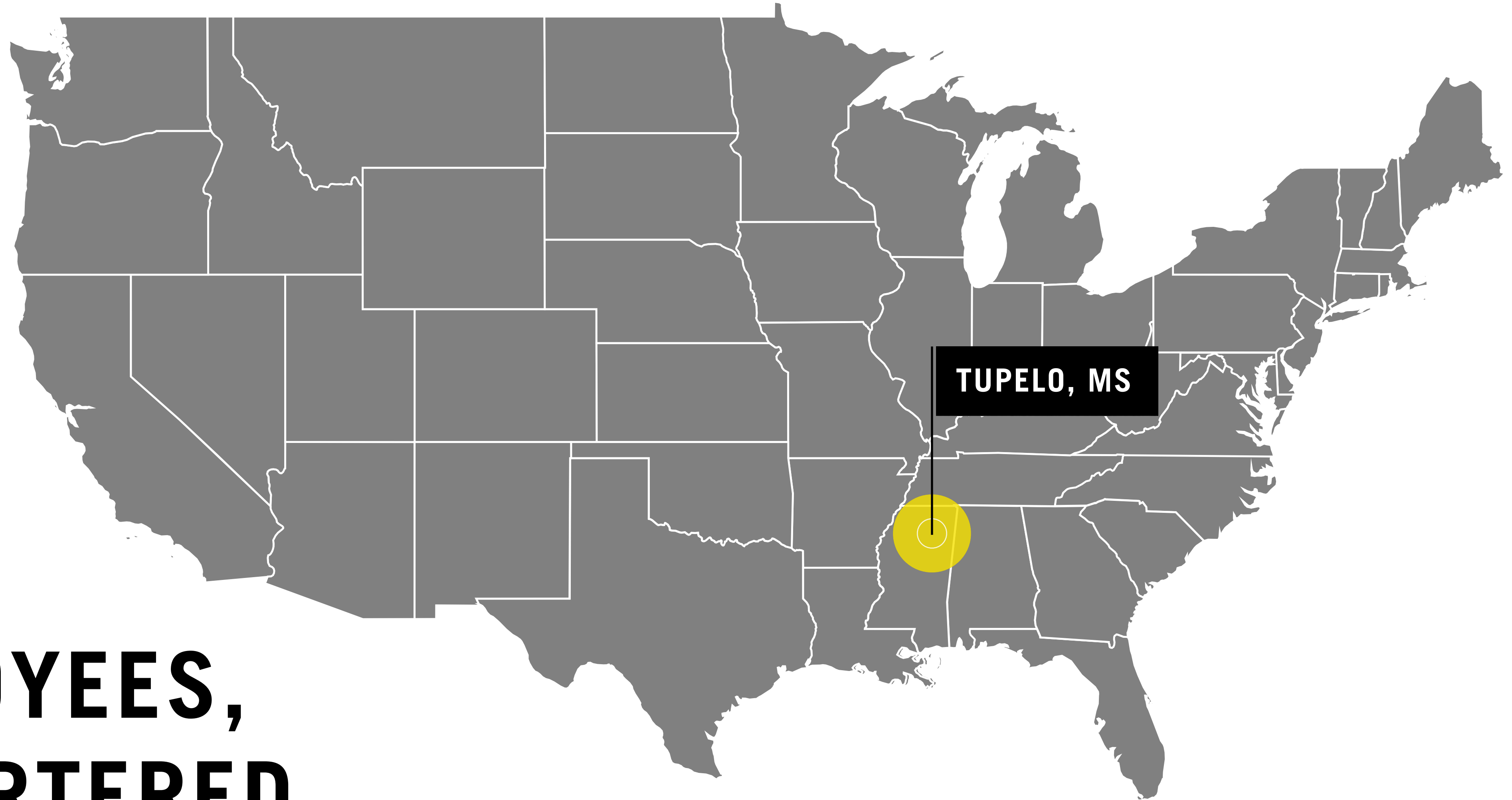


Bulletproof Planning

FROM STRATEGY TO BUDGET



29 INSTITUTIONS
ACROSS
30 STATES



**32 EMPLOYEES,
HEADQUARTERED
IN TUPELO, MS**

3 parts of your strategic plan:

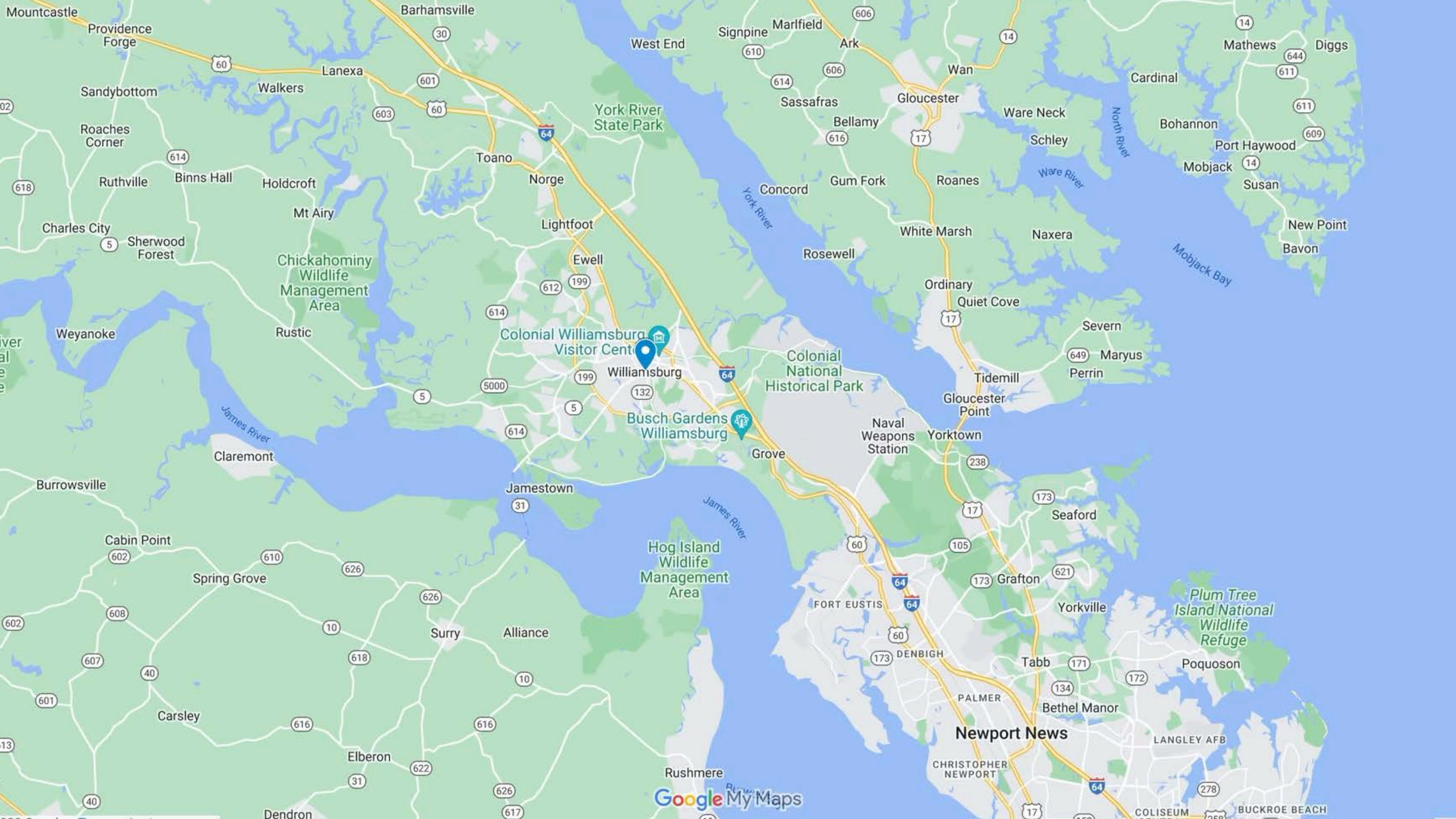
1. Budget
2. Projects
3. Creative





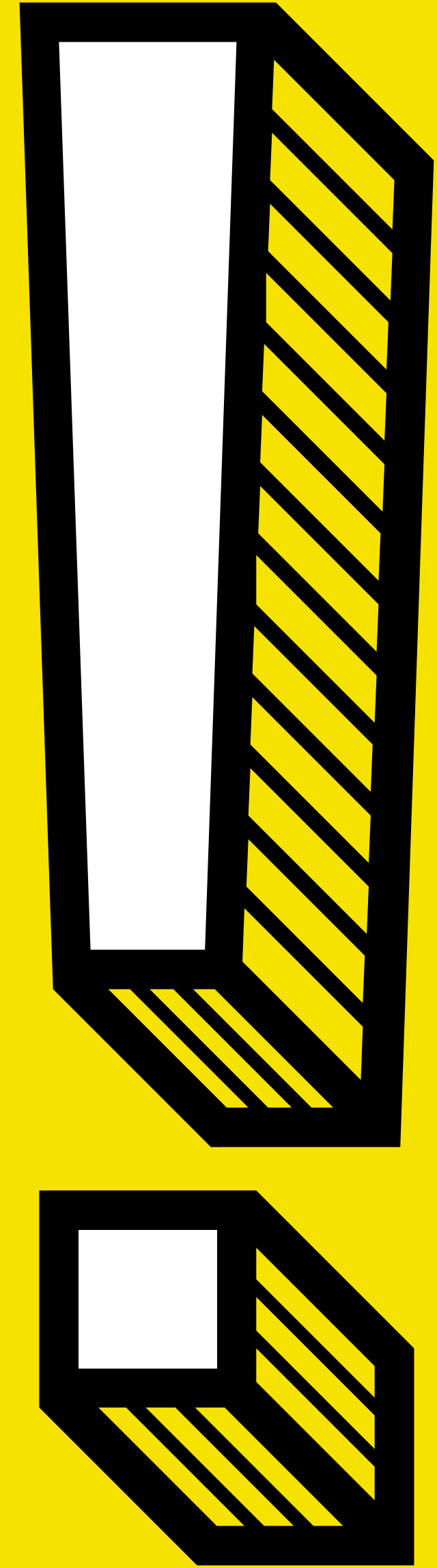
Budgeting doesn't have to be scary.





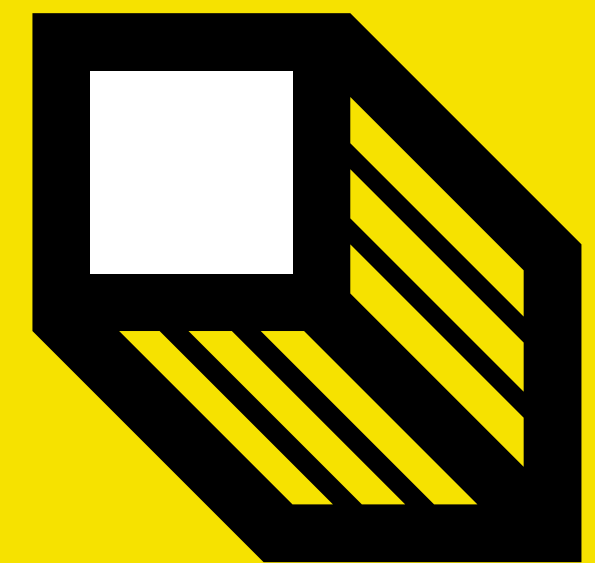


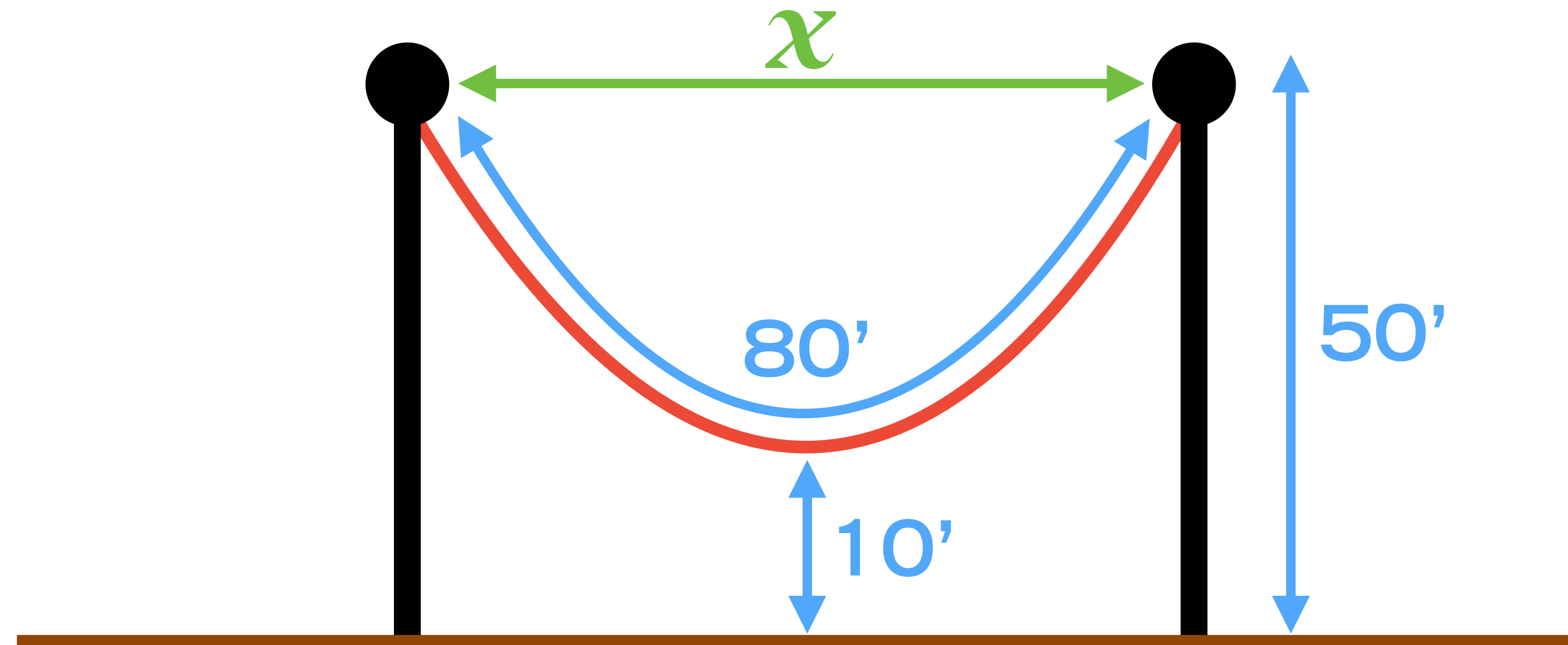
**There is no
magic number.
There is no
mystical
formula.**



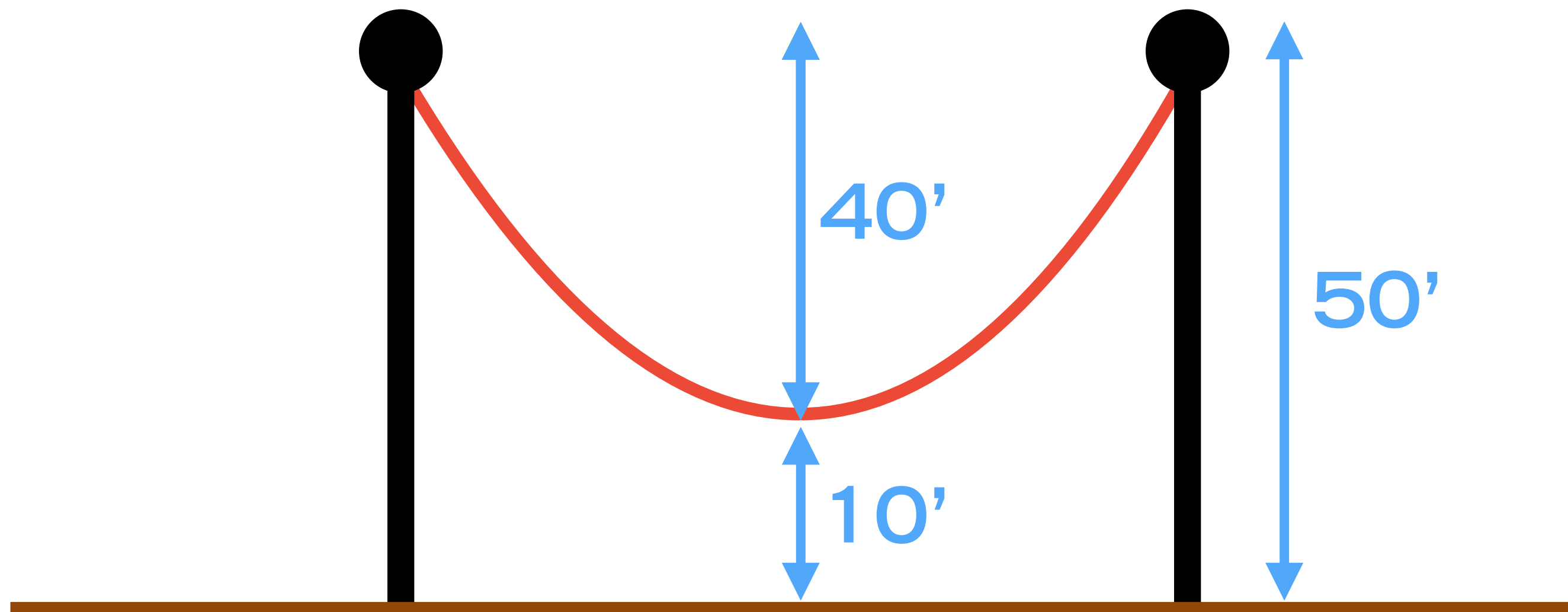


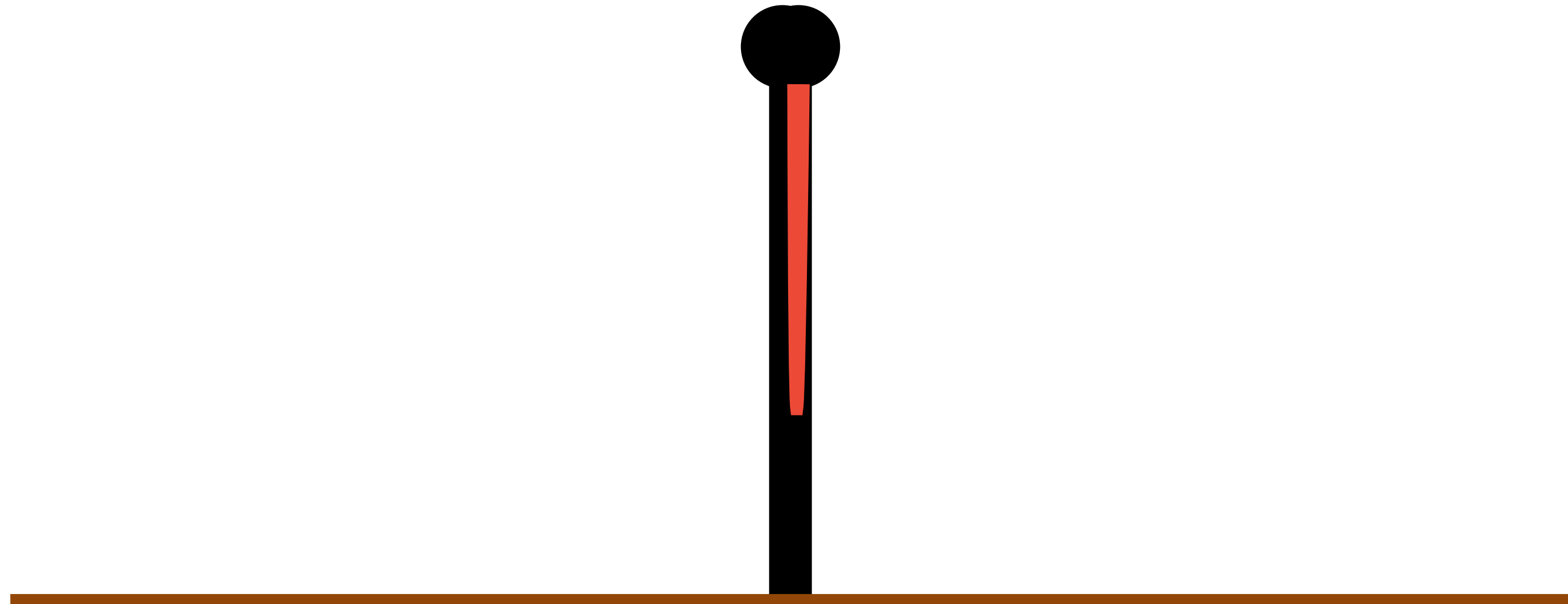
Your budget is
what you can
afford.





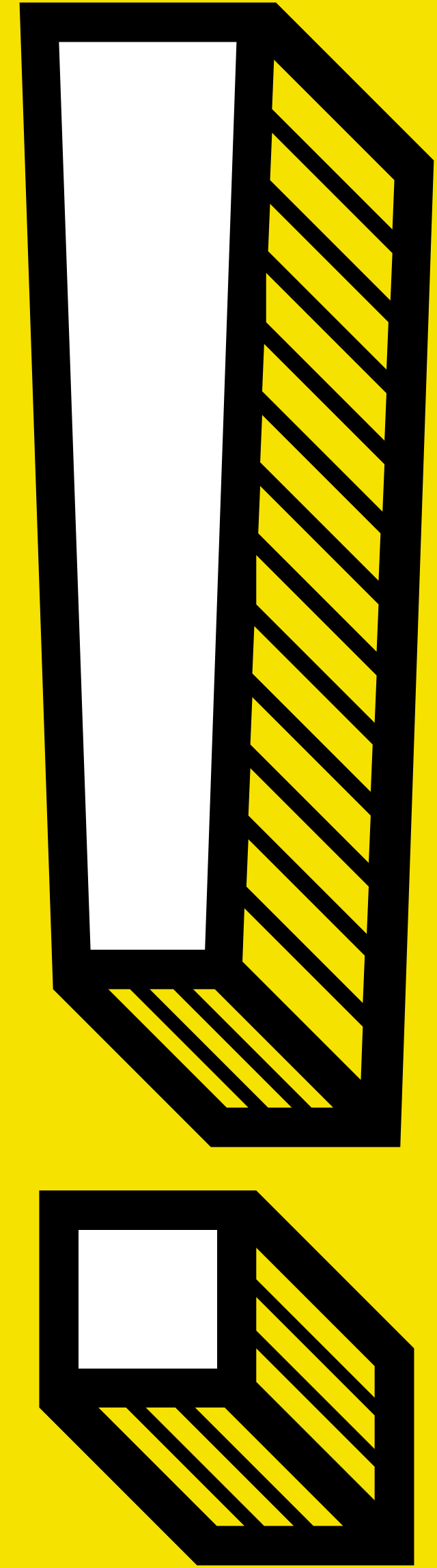
THIS IMAGE IS NOT TO SCALE
AND THERE'S A REASON THIS TEXT IS BIG

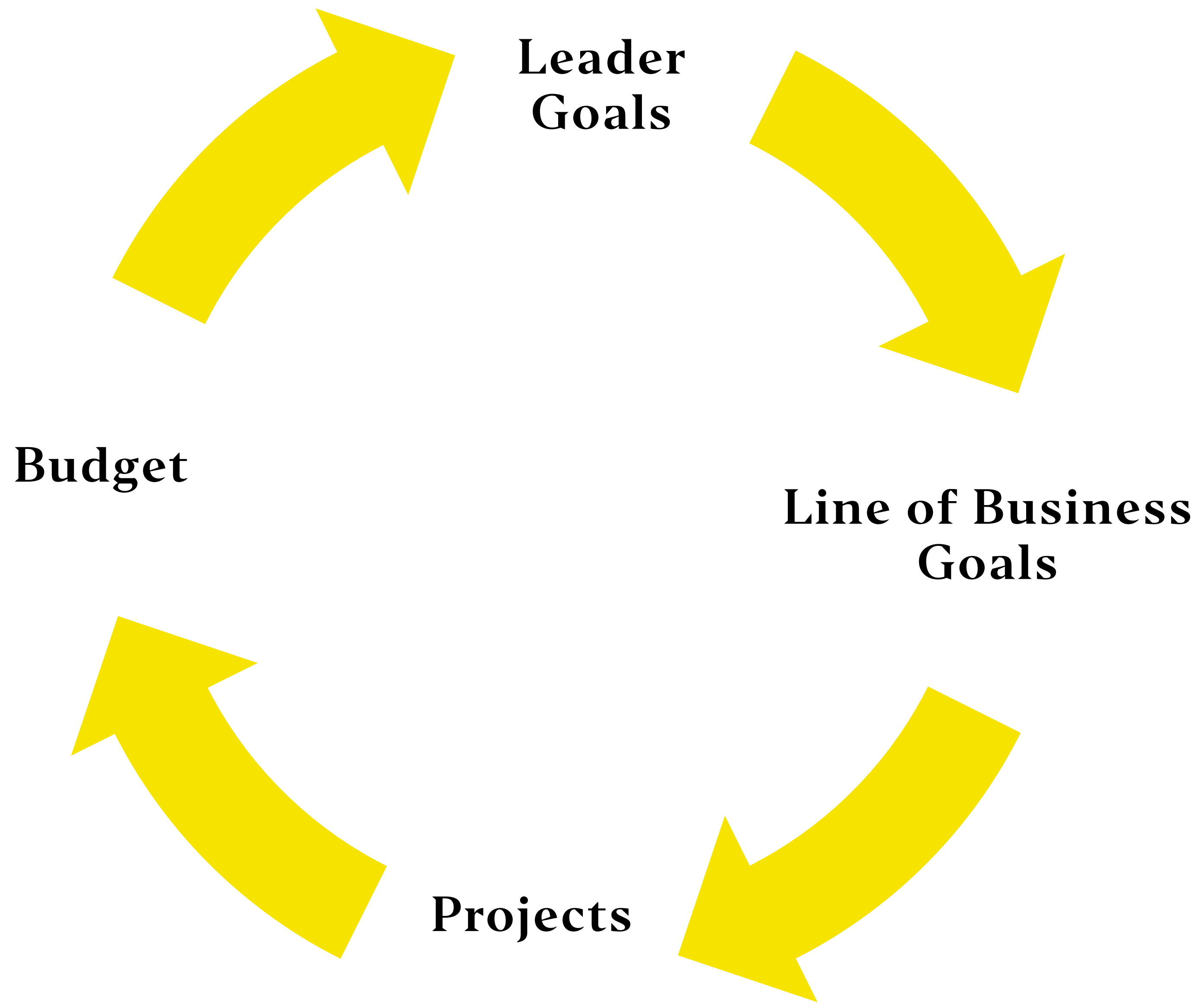






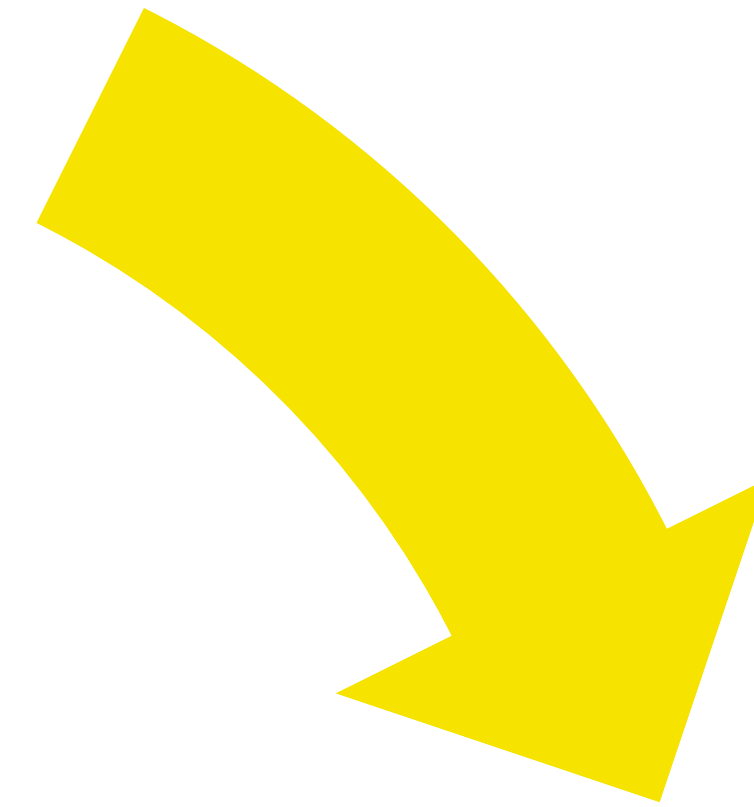
Your strategy is
the **initiatives of**
the bank, in
order of
importance.





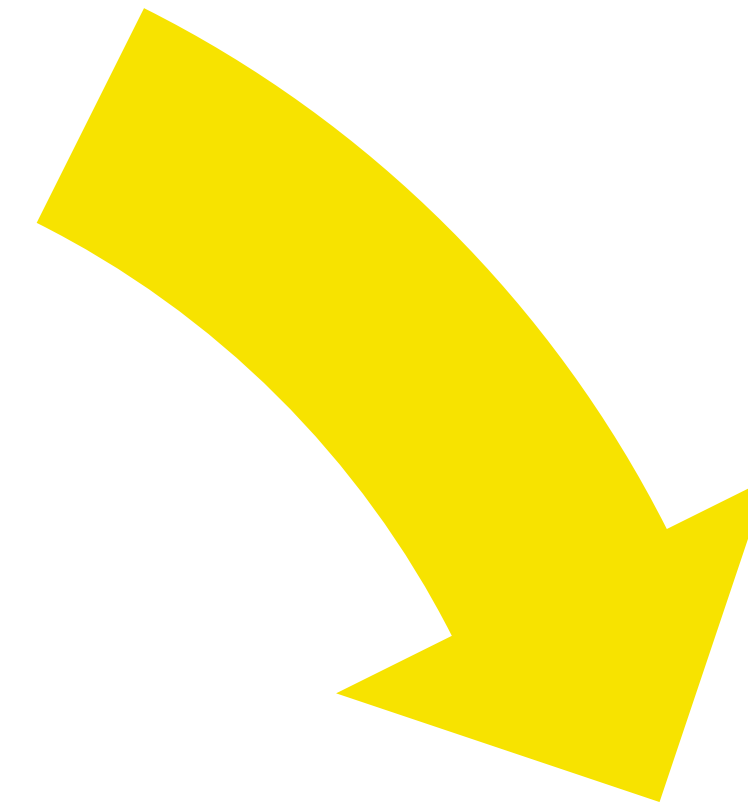
Leader Goals

**Leader
Goals**



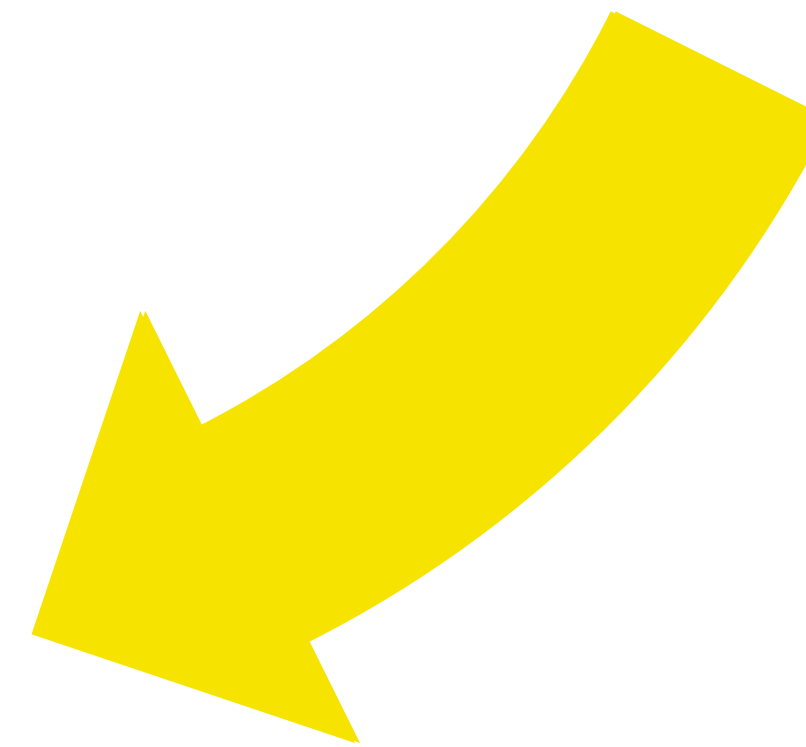
**Line of Business
Goals**

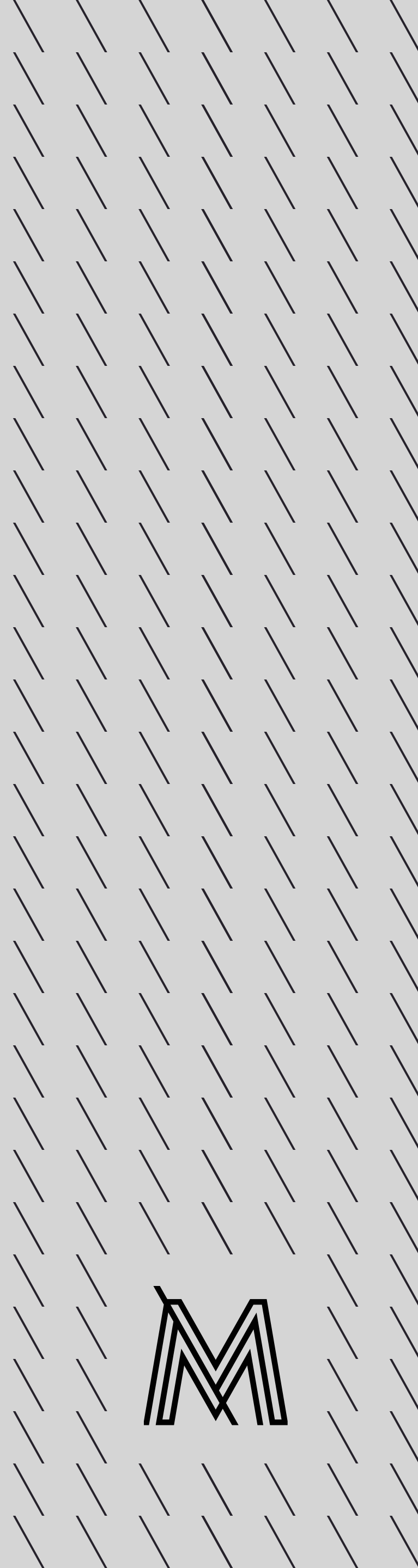
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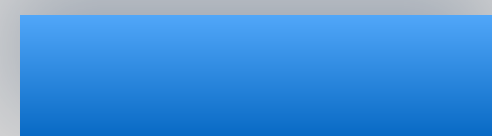
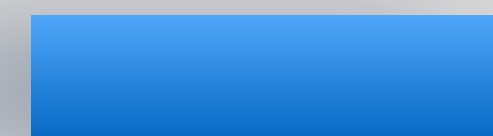
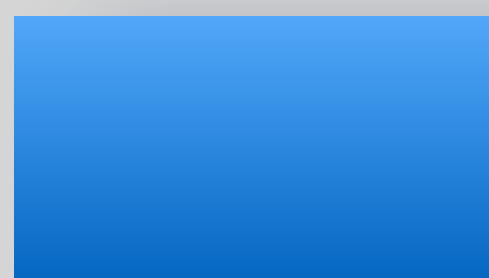
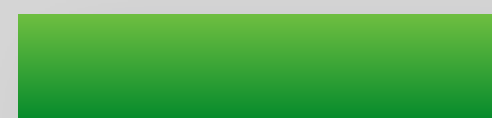
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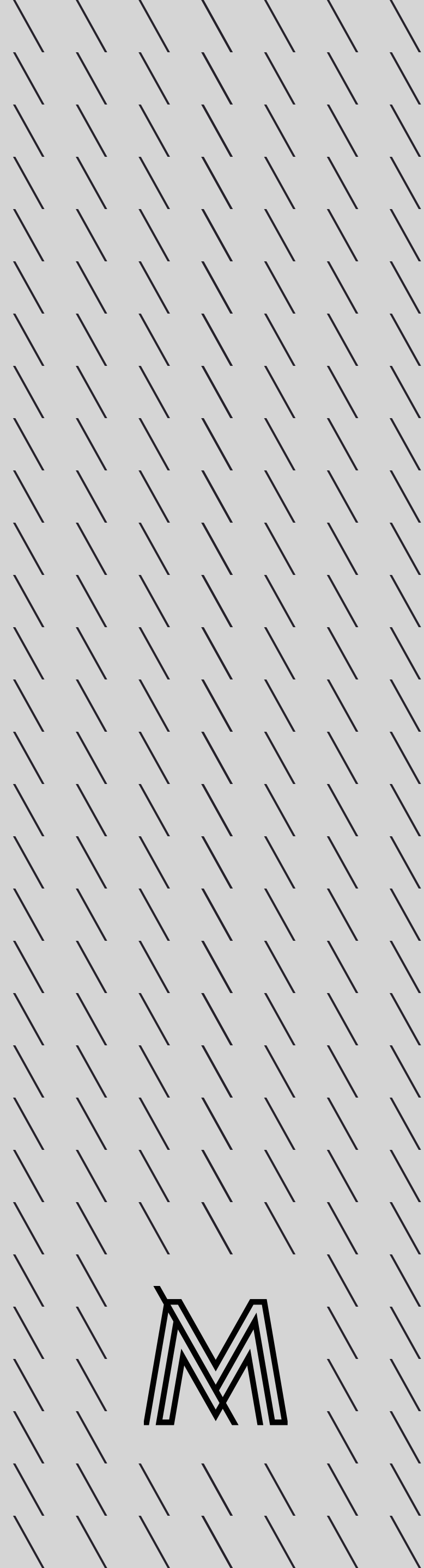
Projects



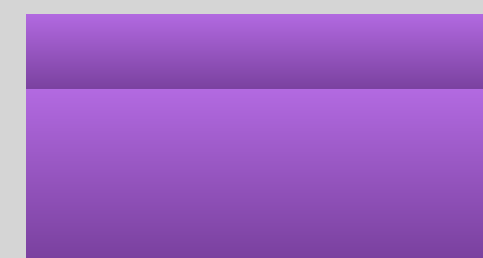
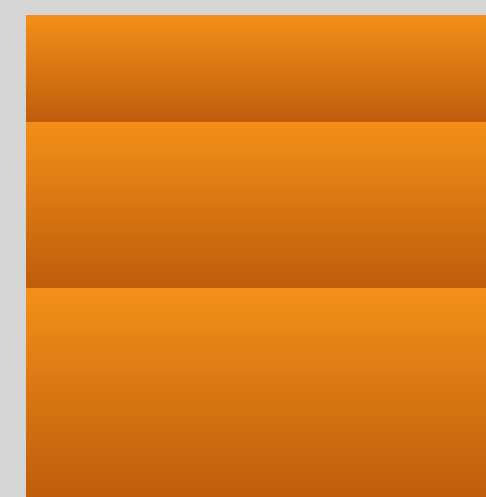
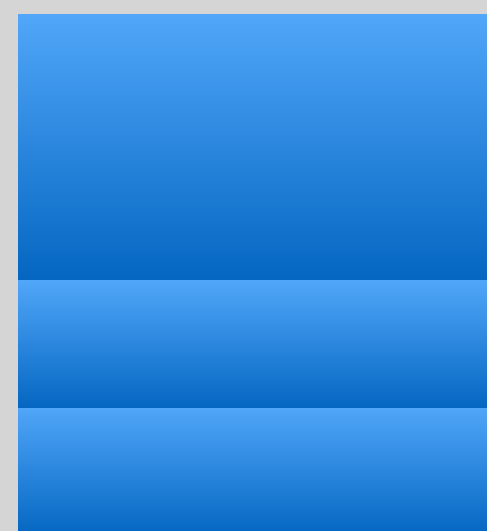


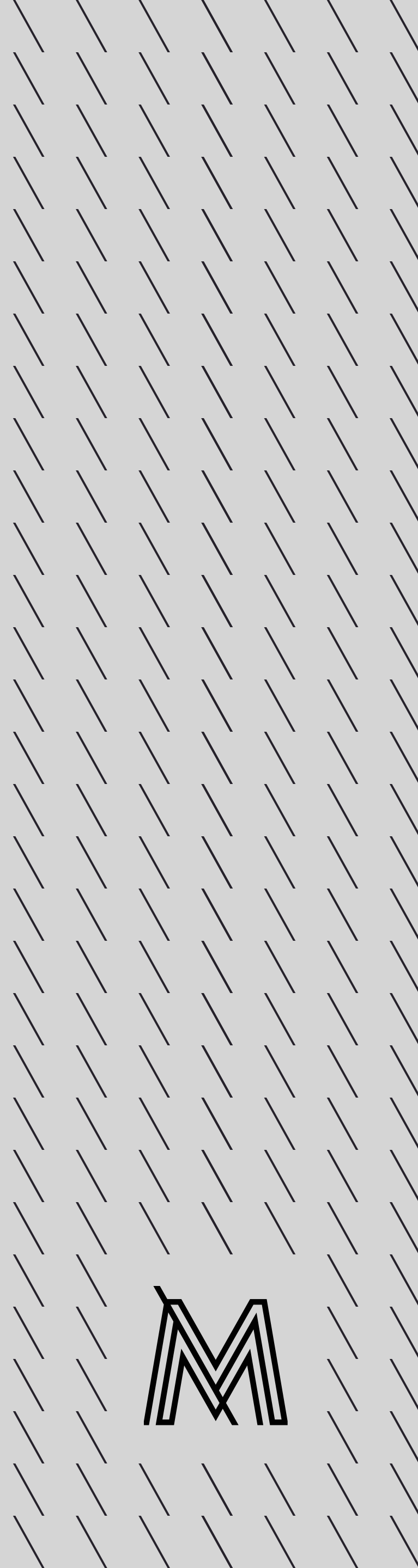
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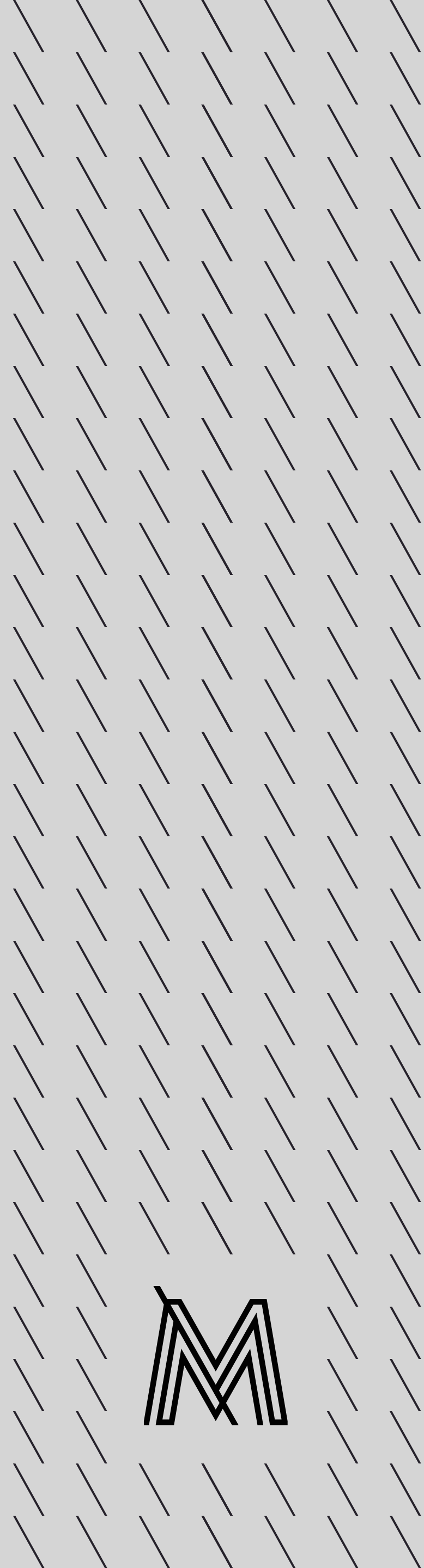
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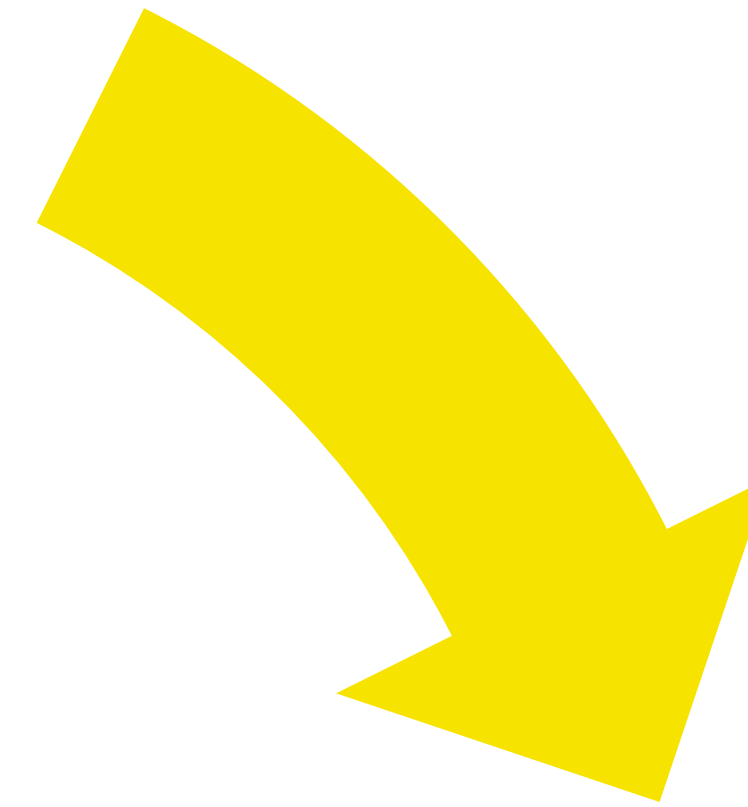




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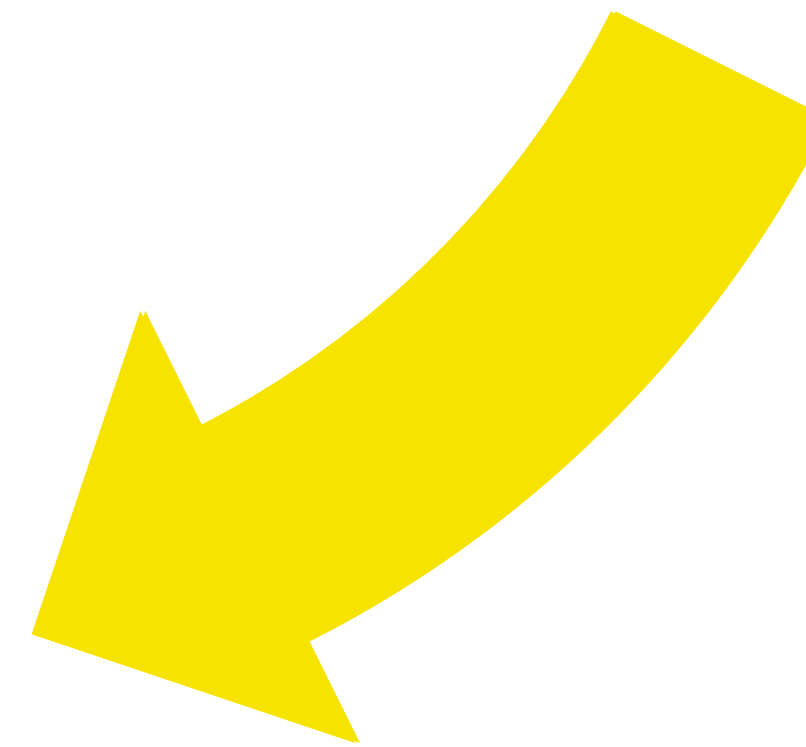


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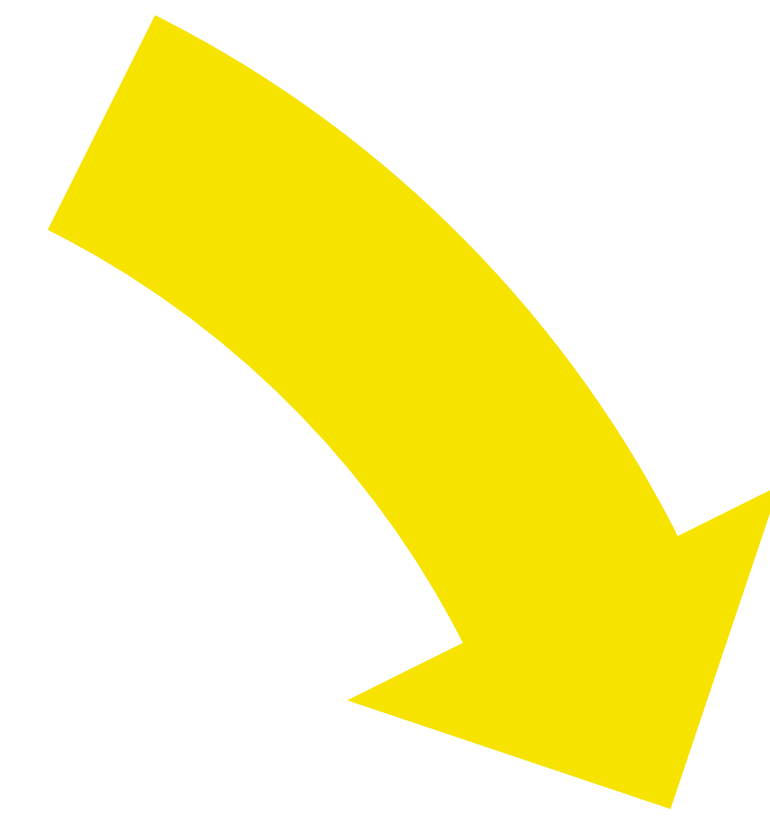


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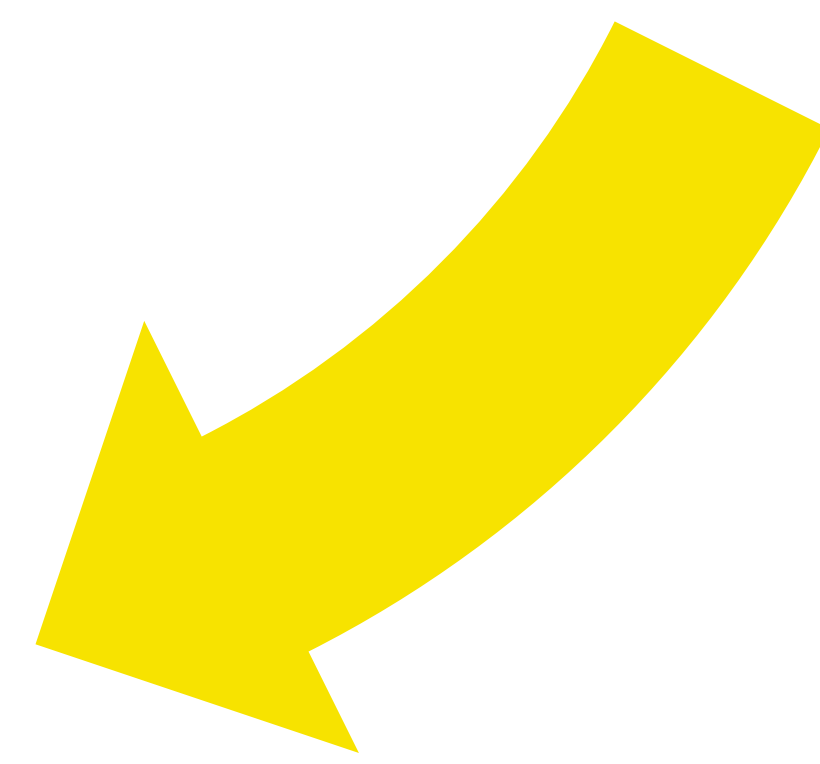
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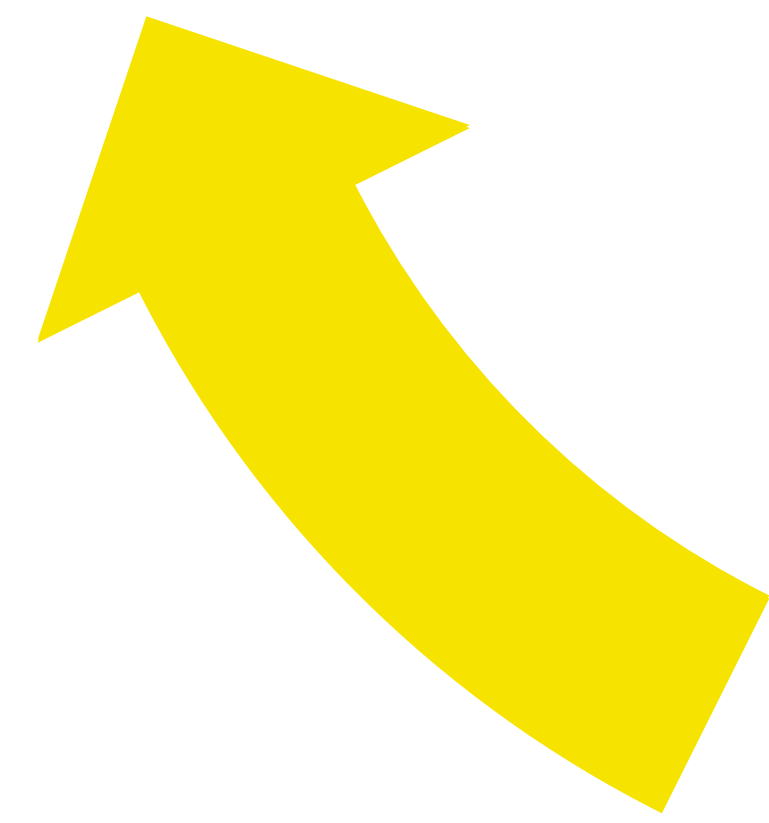
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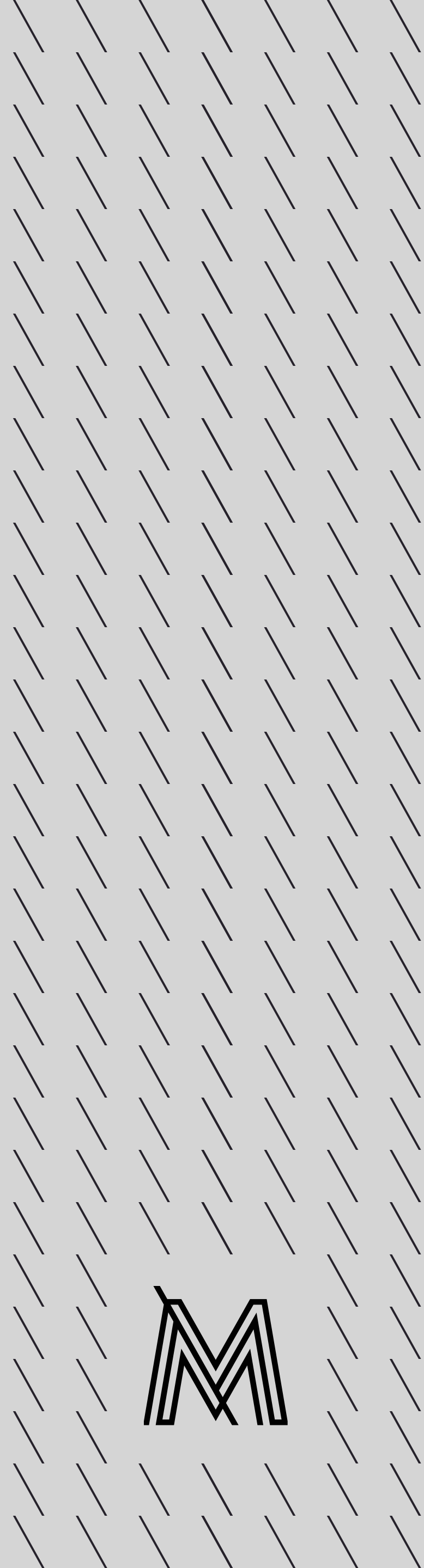
**Line of Business
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Projects

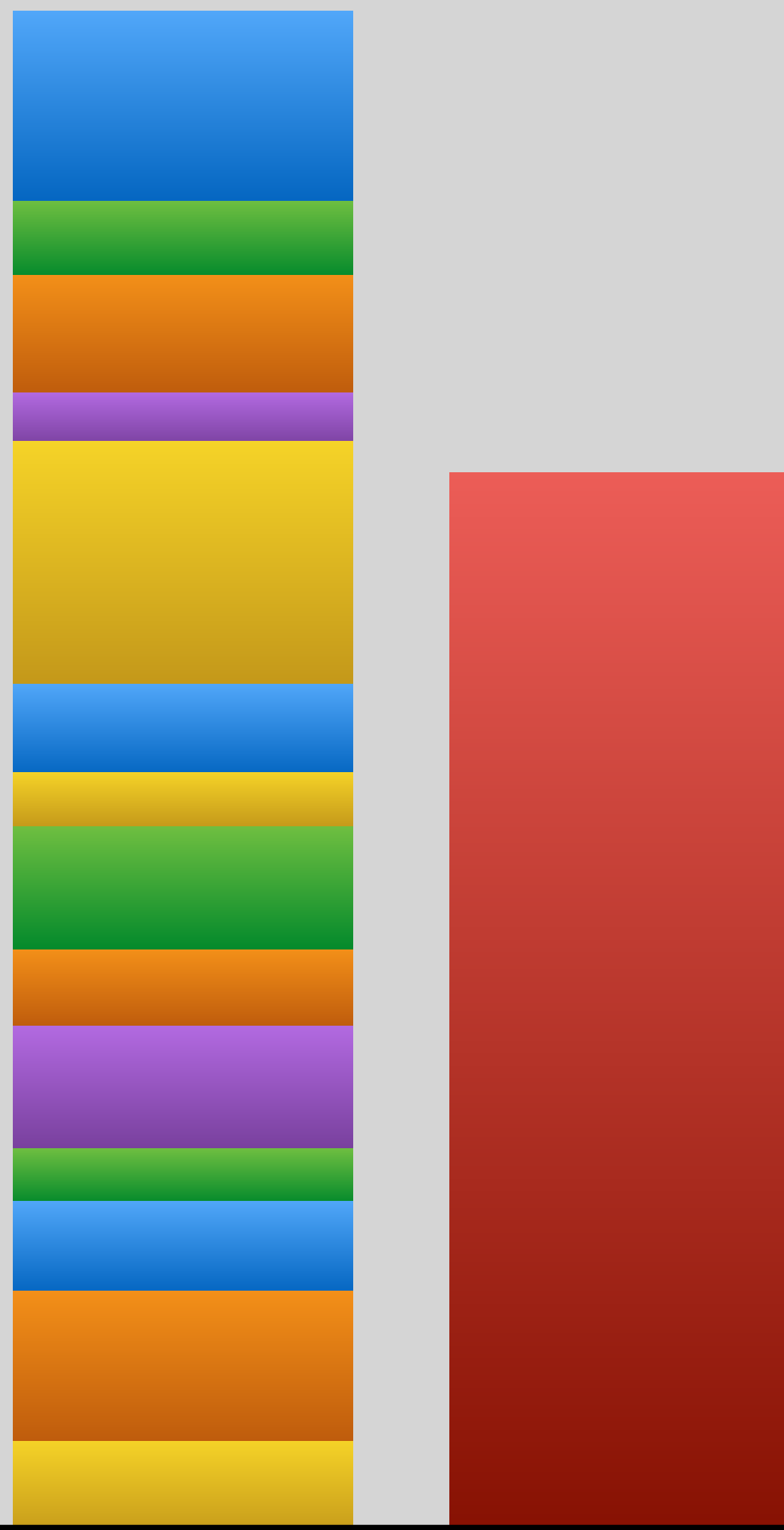
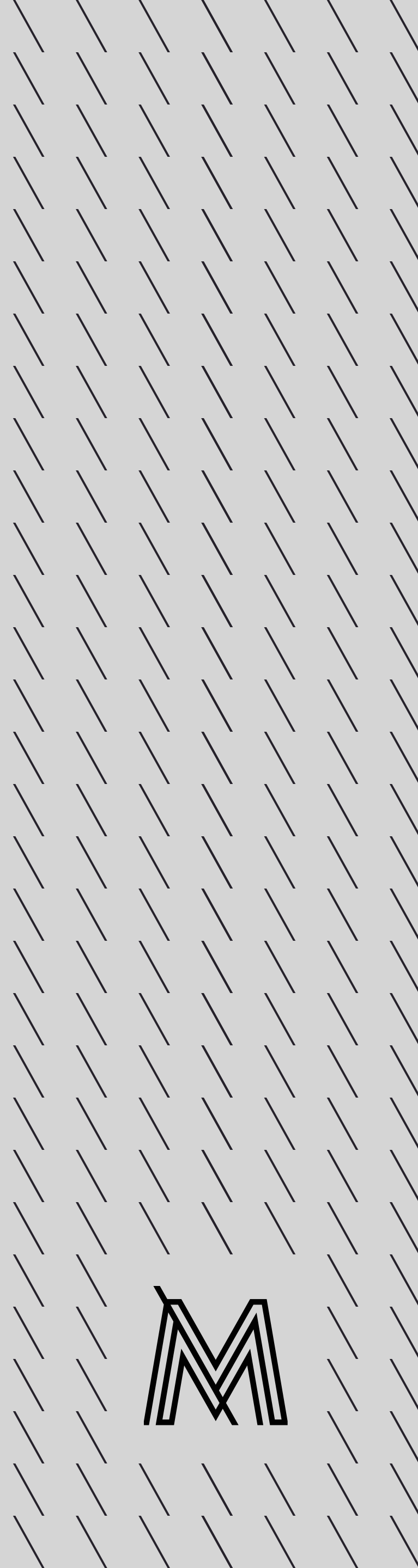


Budget

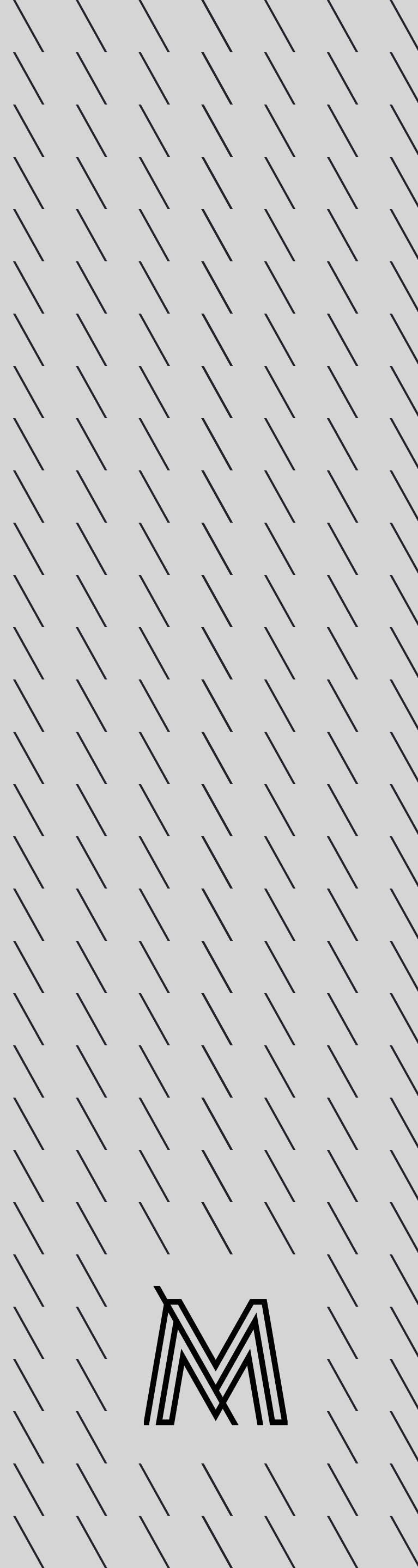


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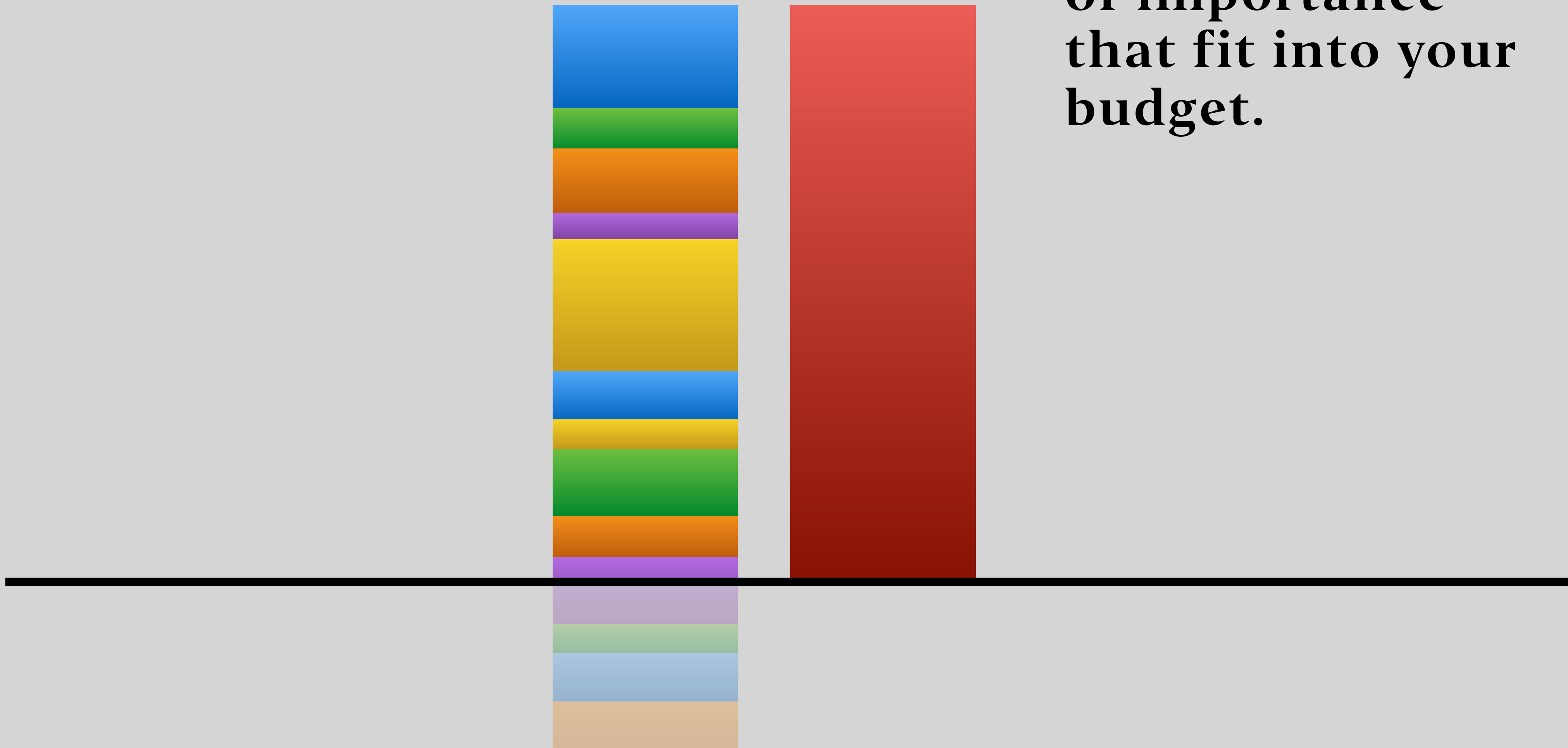


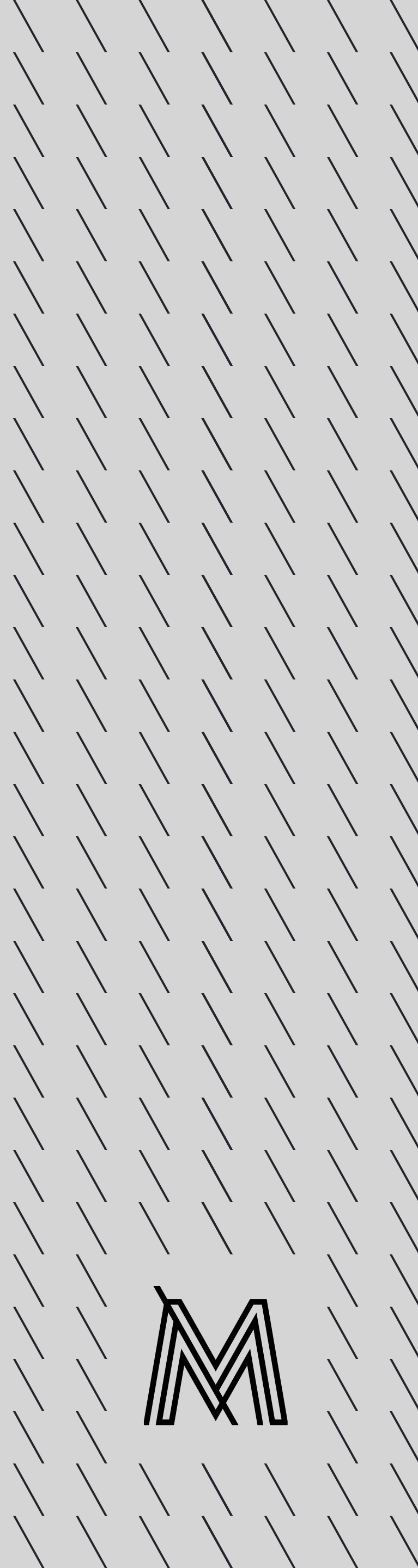


**Your strategy is
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the bank, in order
of importance**

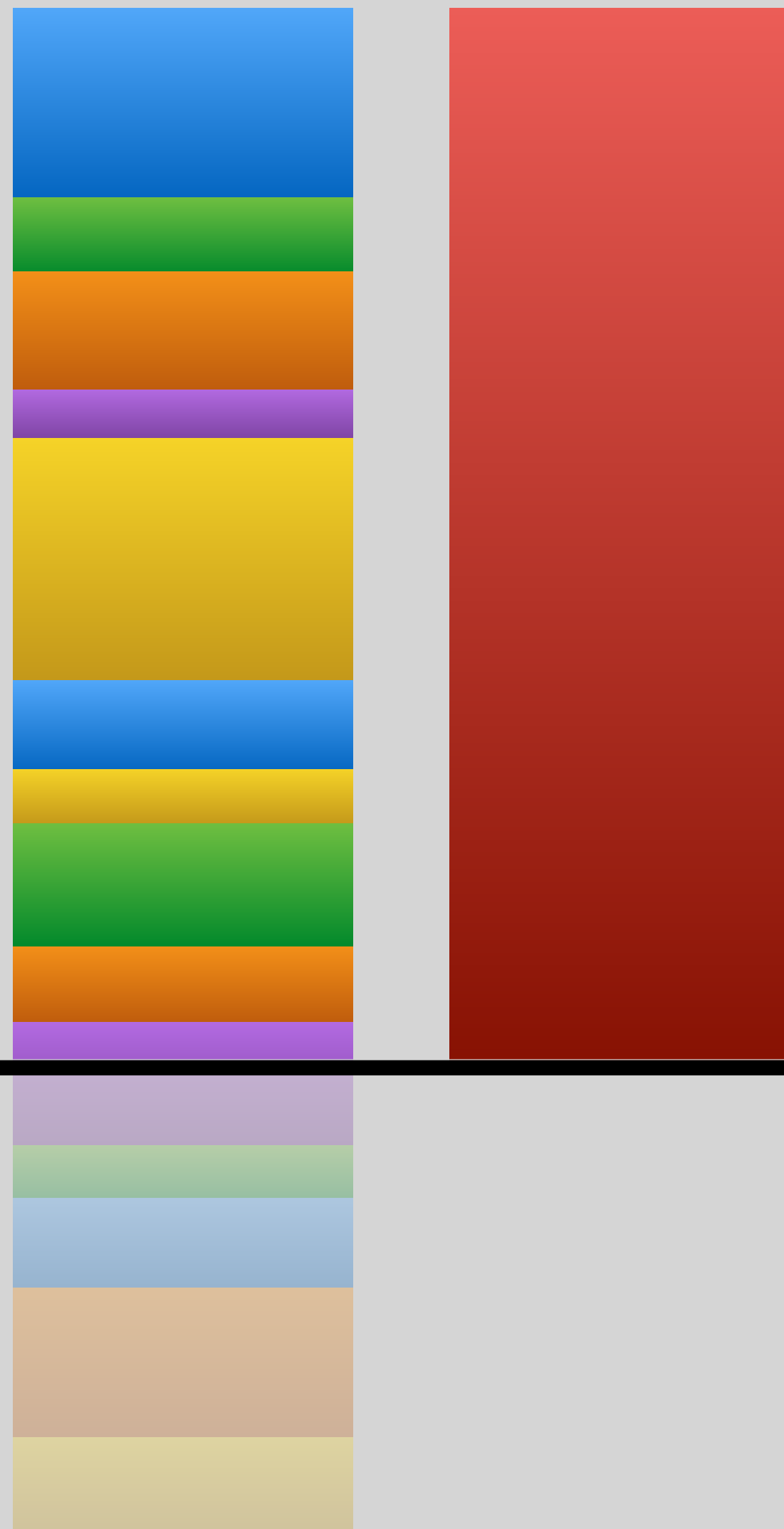


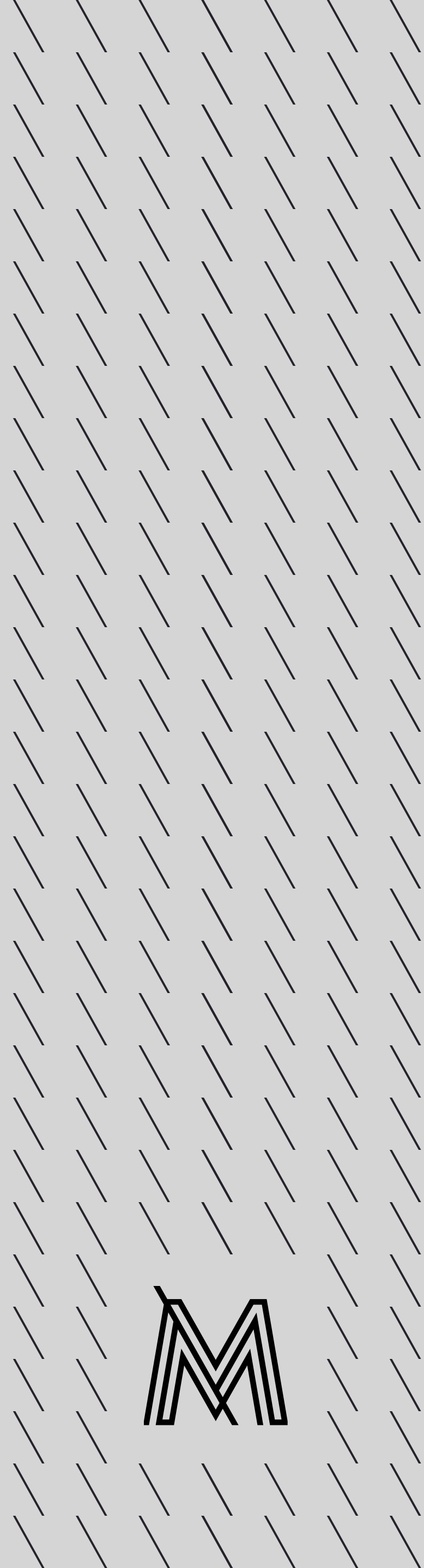
**Your strategy is
the initiatives of
the bank, in order
of importance
that fit into your
budget.**



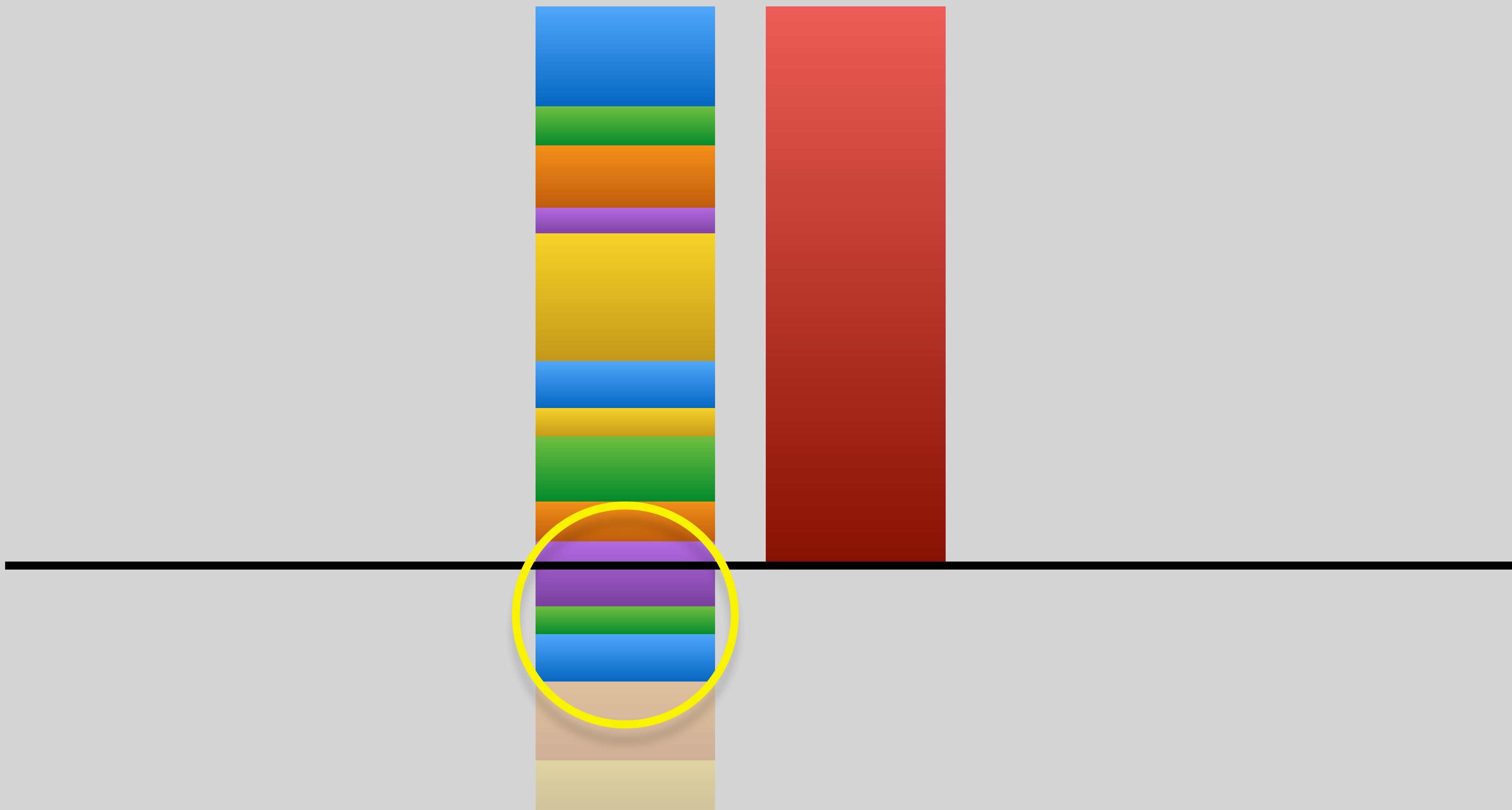


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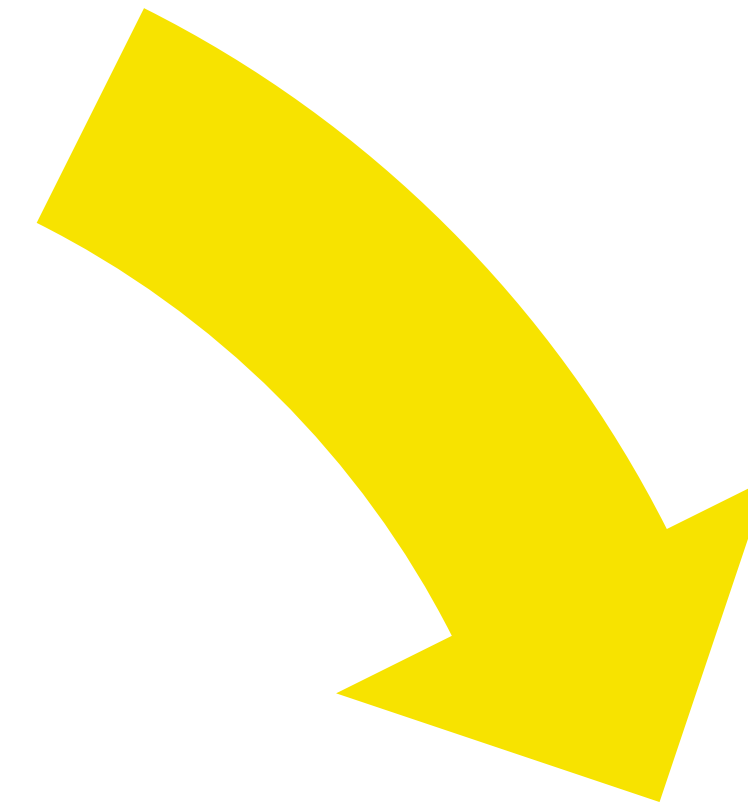




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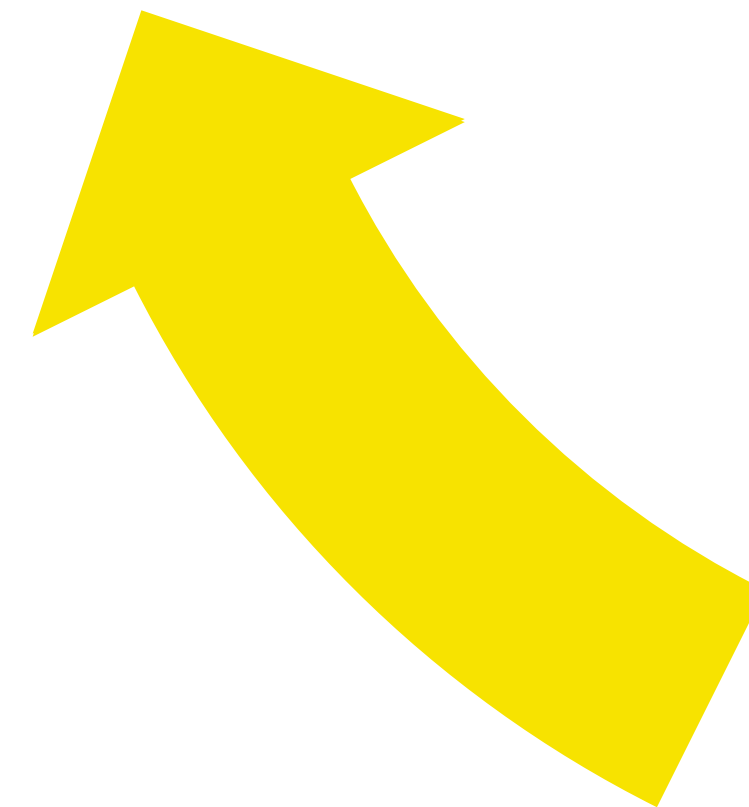


**Leader
Goals**

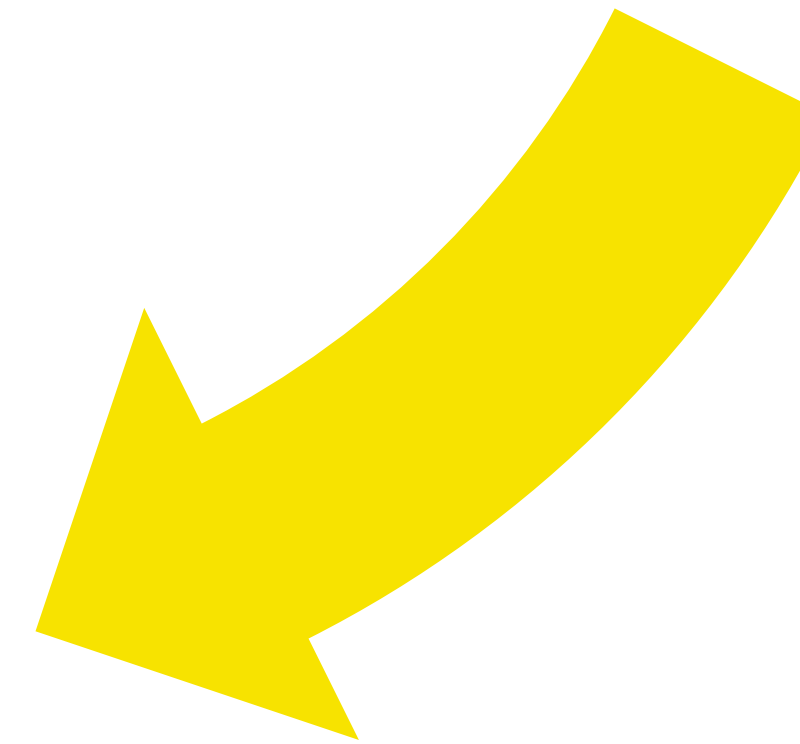


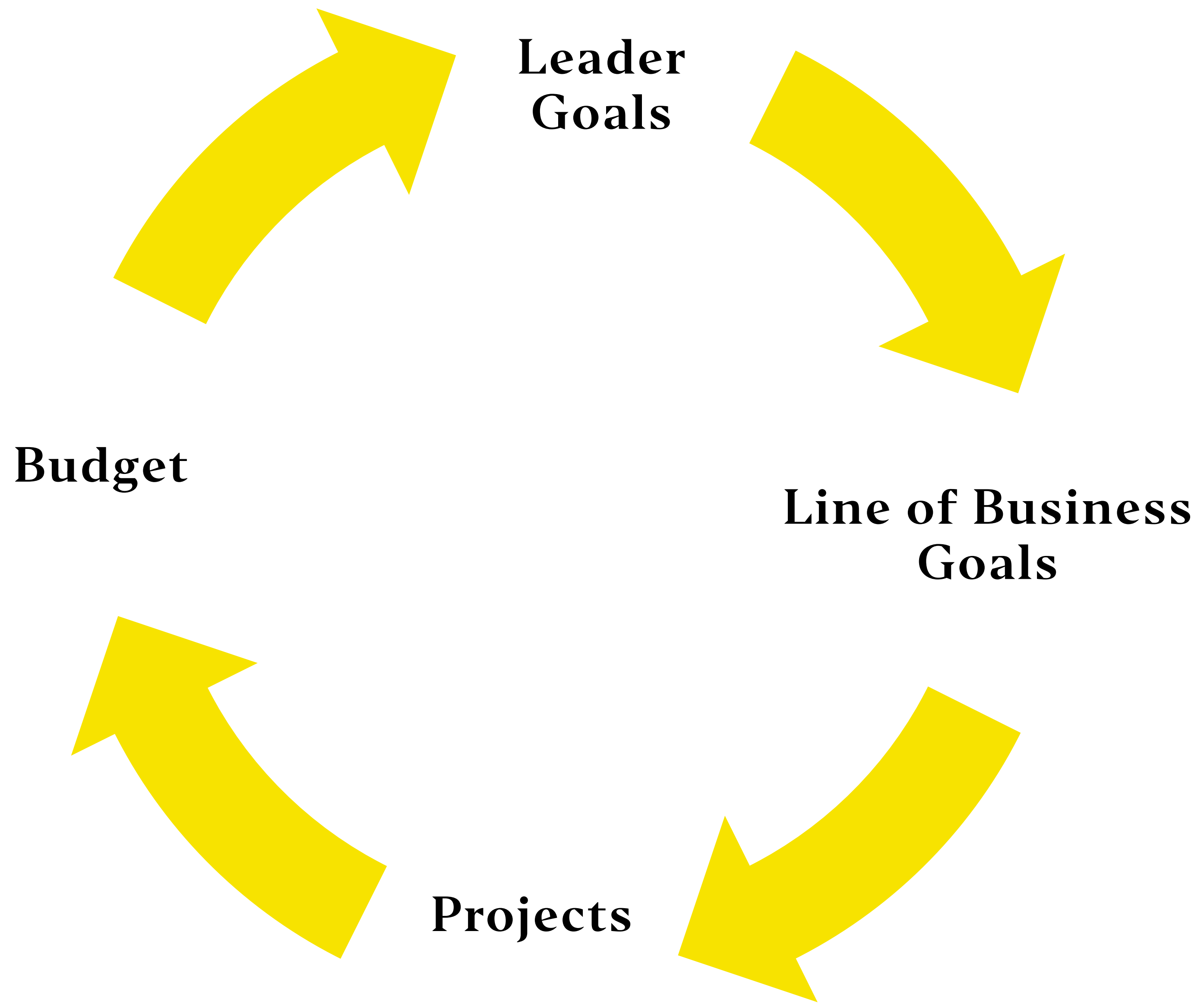
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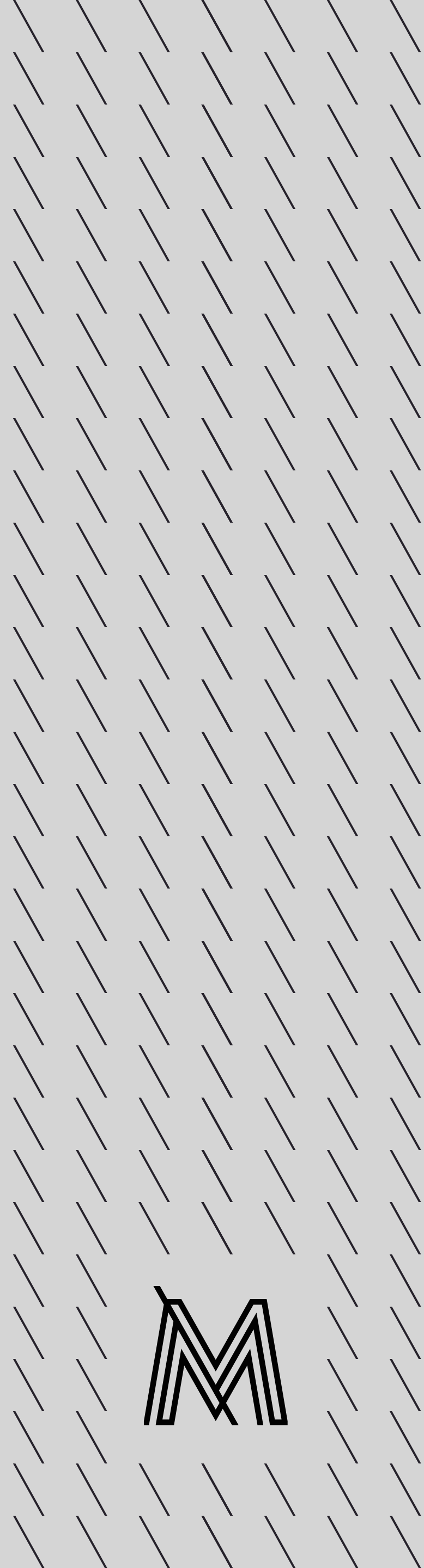
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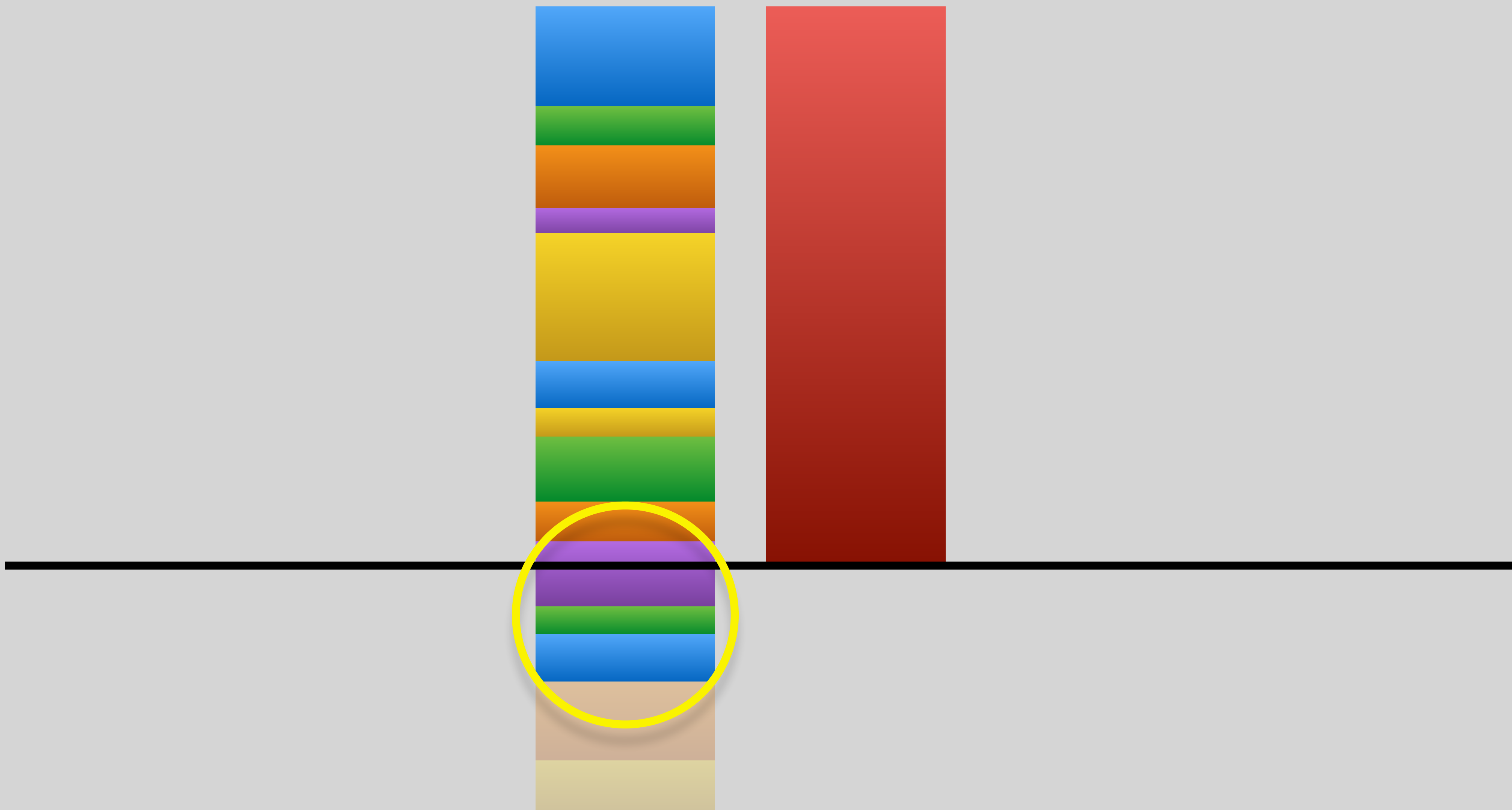
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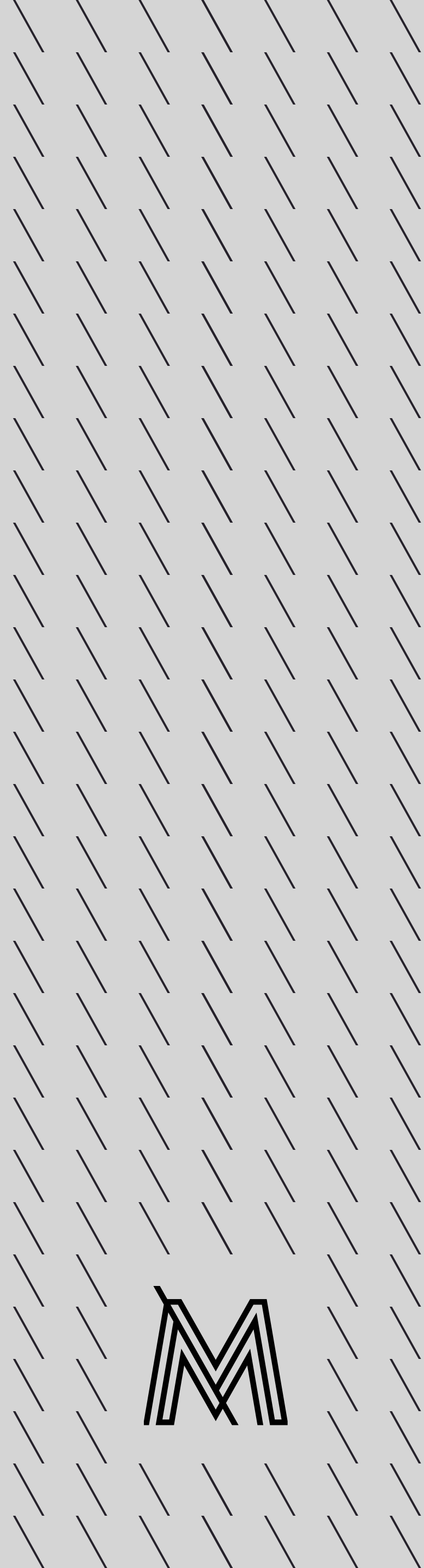




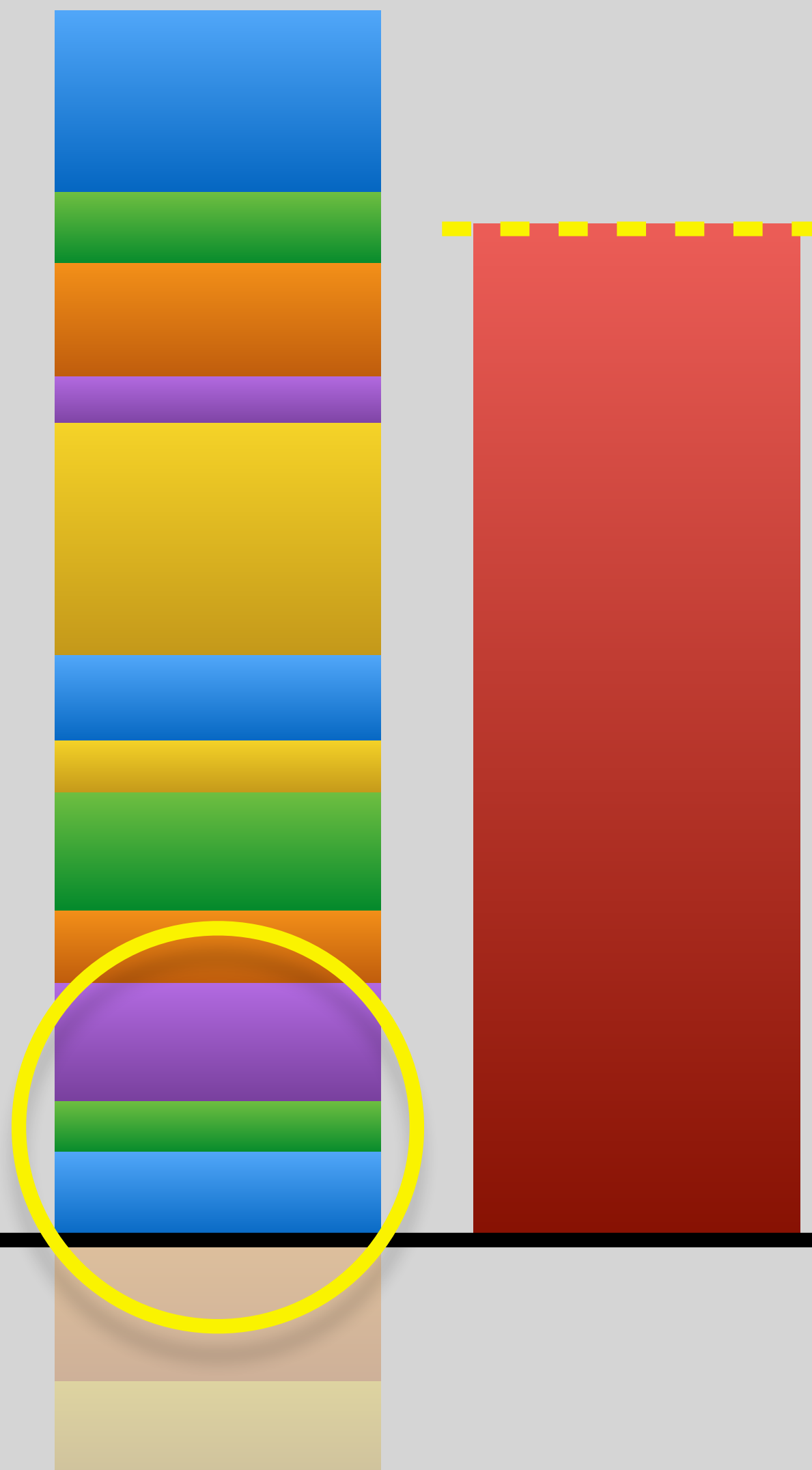


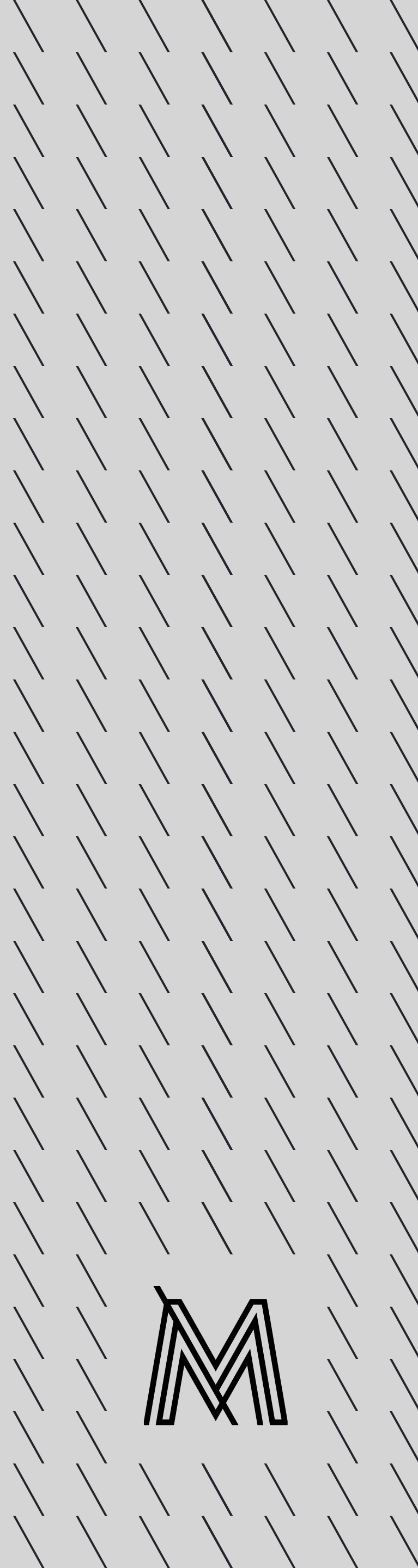
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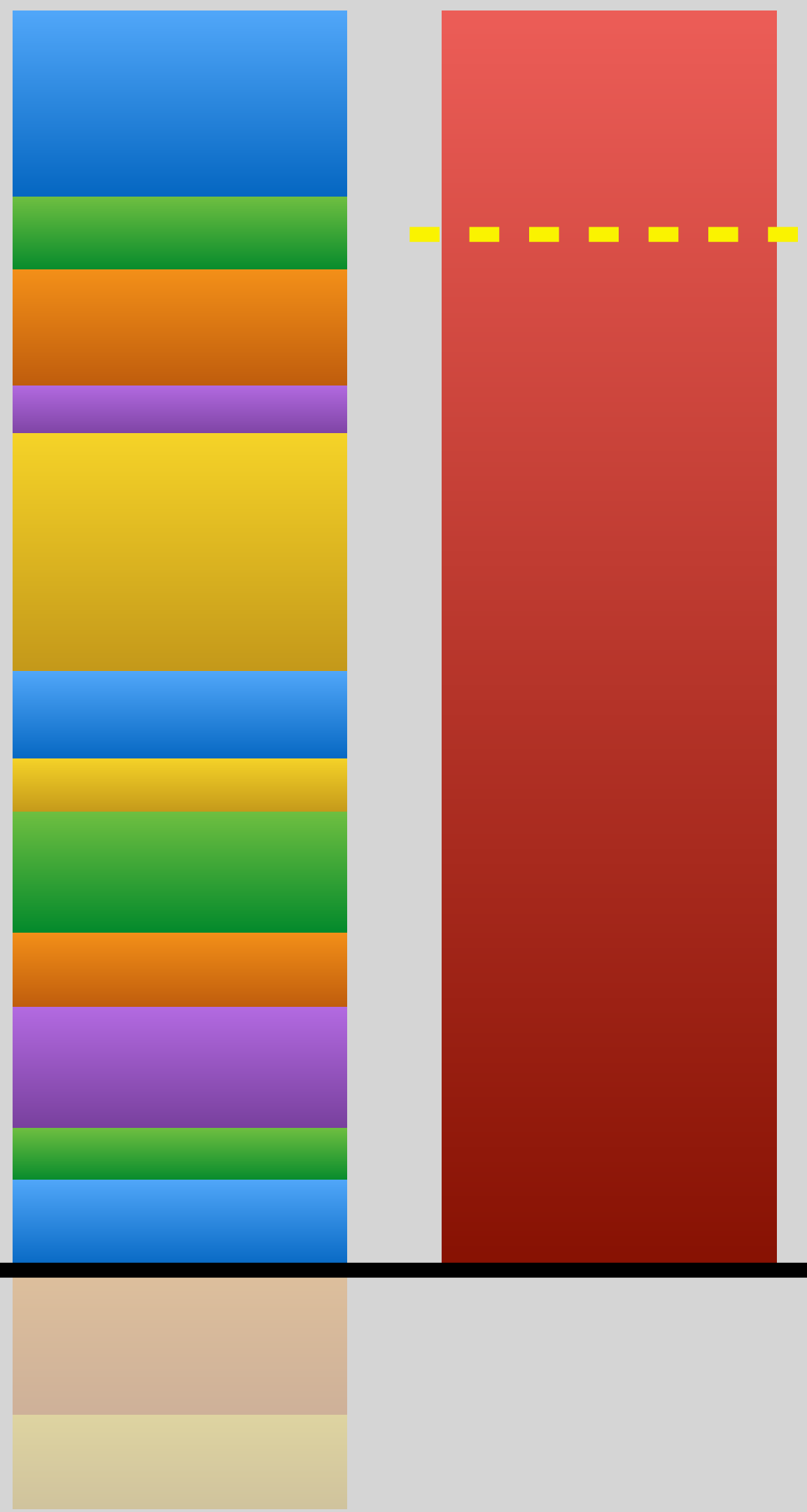


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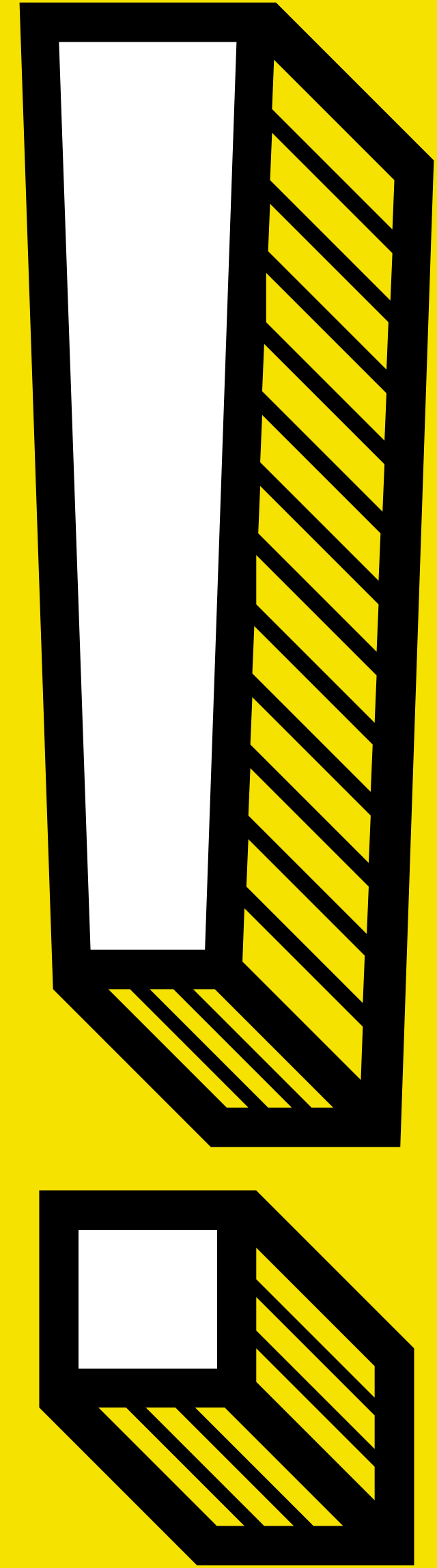




**Internal discovery
drives strategy**

Strategy drives projects

**Projects drive creative/
media needs**



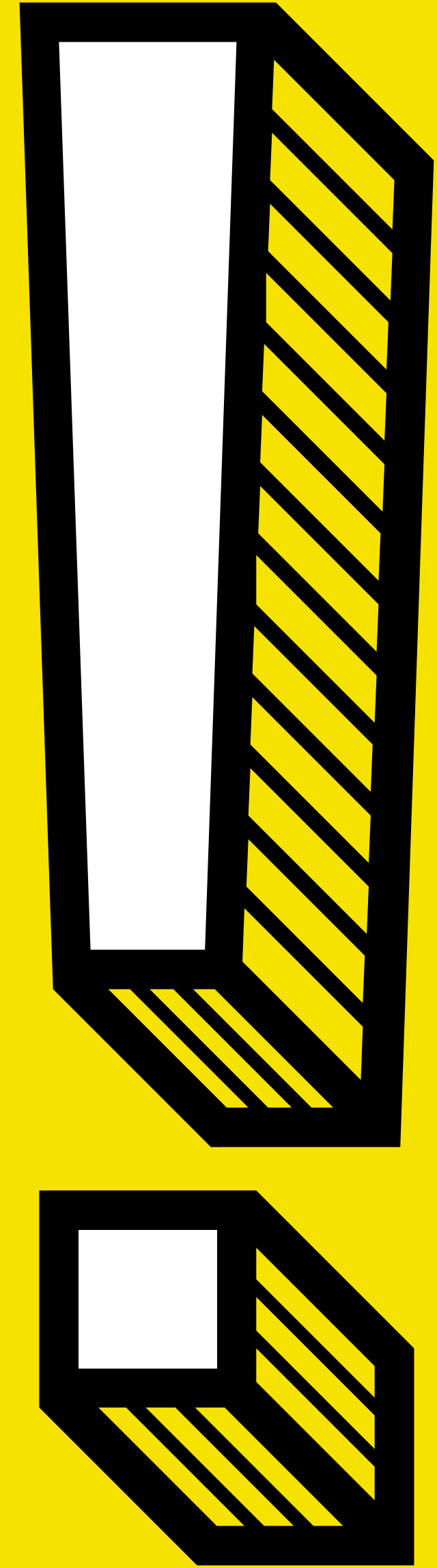


DISTRIBUTING YOUR BUDGET

	Virginia Beach	Norfolk	Richmond	Total
Population	457,672	235,089	226,604	919,365
Percentage	49.78%	25.57%	24.65%	100.00%
Gross Budget/Mkt	\$248,907	\$127,854	\$123,239	\$500,000
Brand (35%)	\$87,117	\$44,749	\$43,134	\$175,000
Commercial (45%)	\$112,008	\$57,534	\$55,458	\$225,000
Retail (15%)	\$37,336	\$19,178	\$18,486	\$75,000
Mortgage (5%)	\$12,445	\$6,393	\$6,162	\$25,000

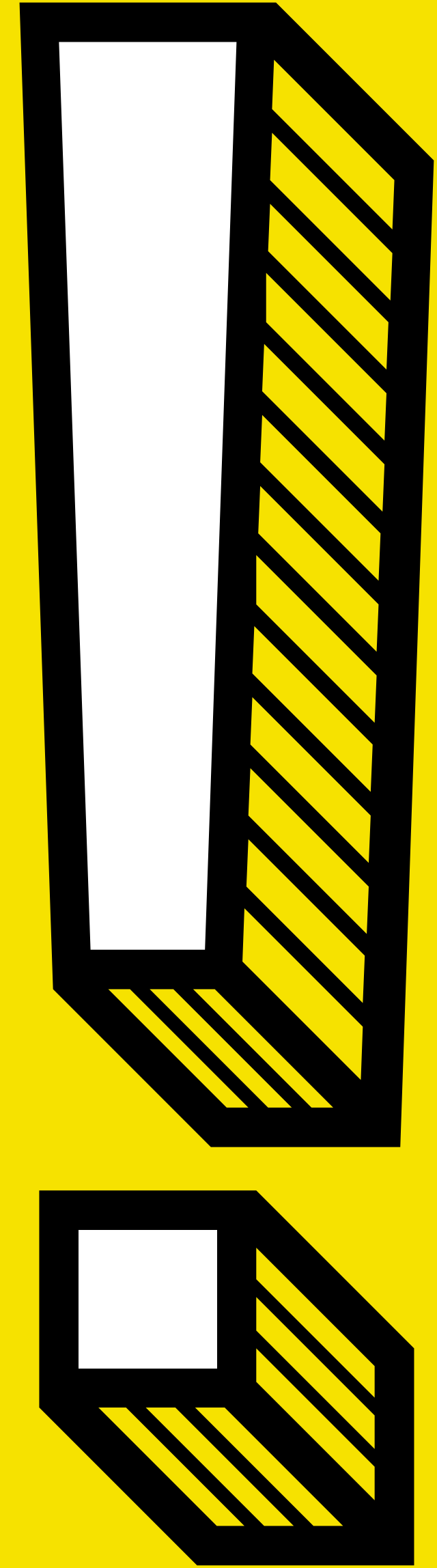


Keep
everyone
happy.





Keep
everyone
on the same
page.





70 20 10



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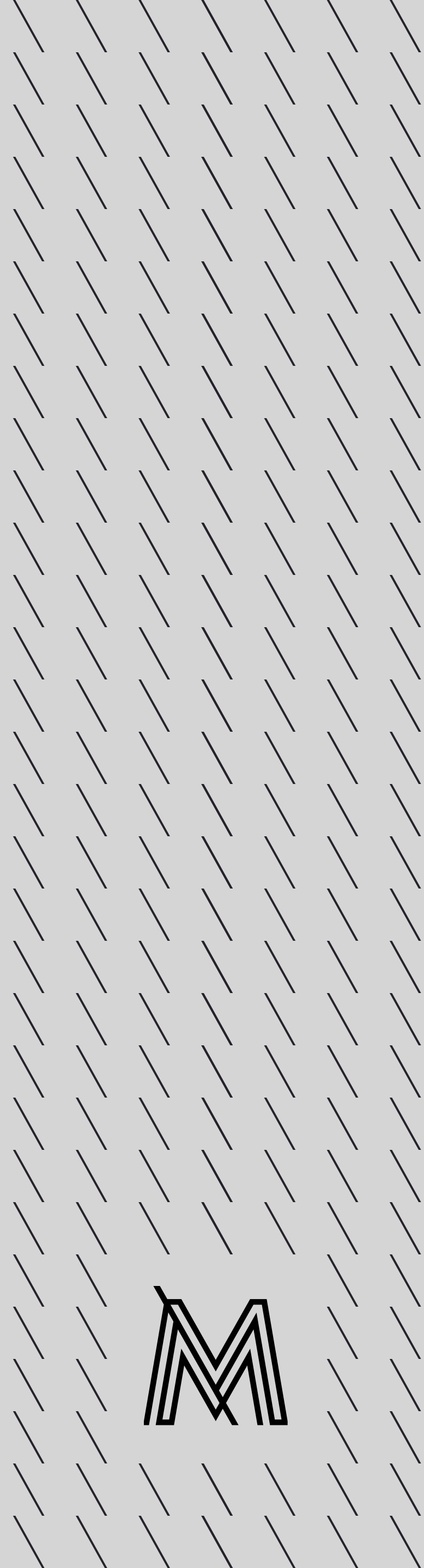
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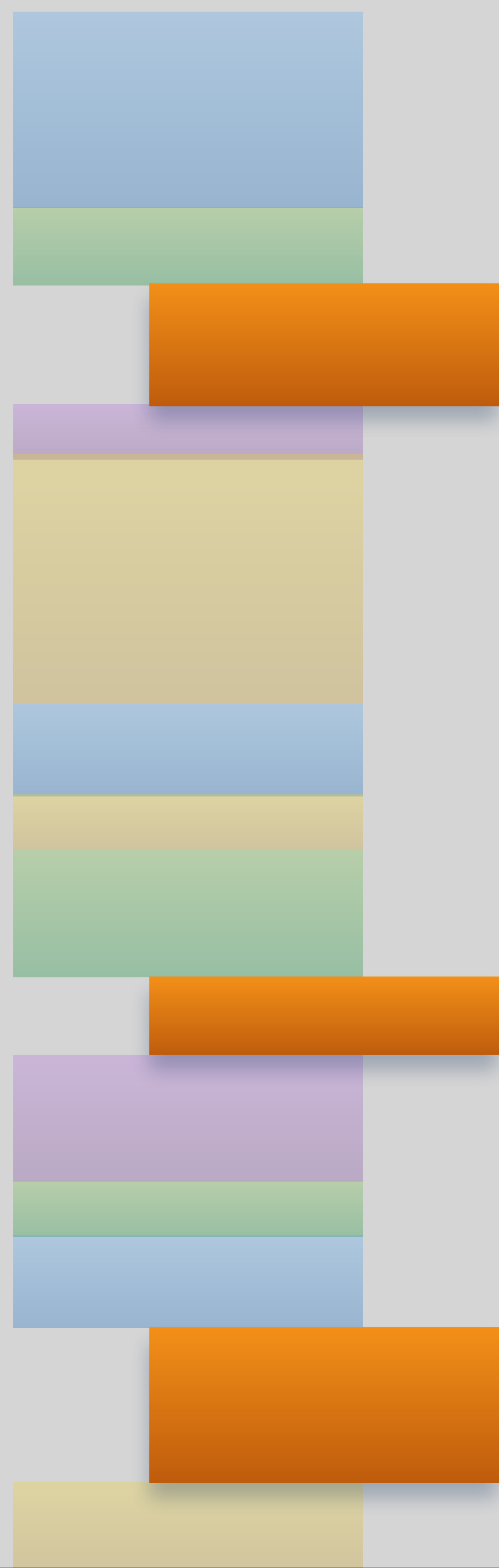
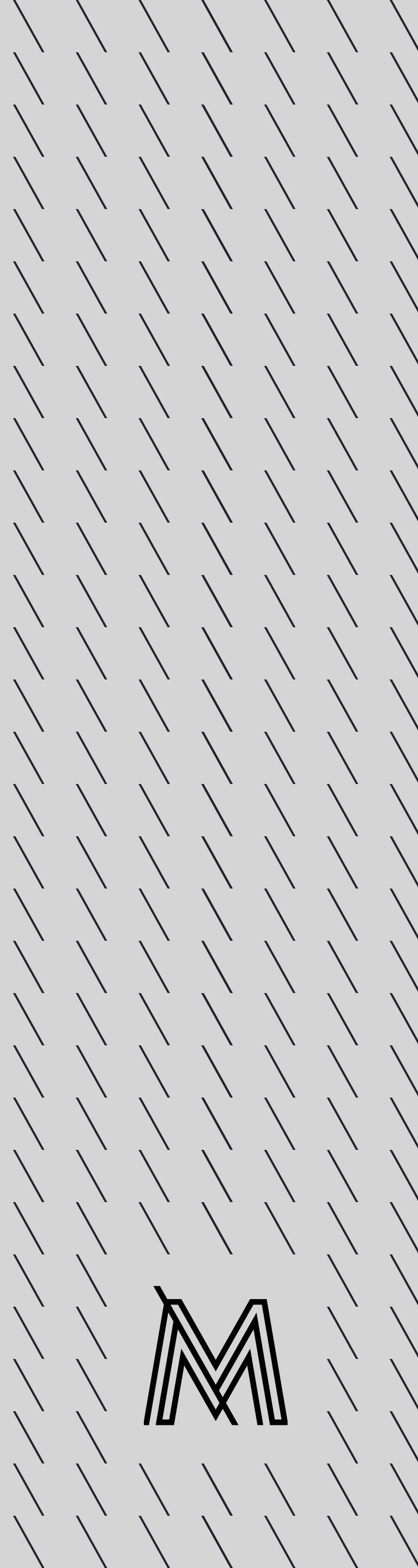
Creative Planning





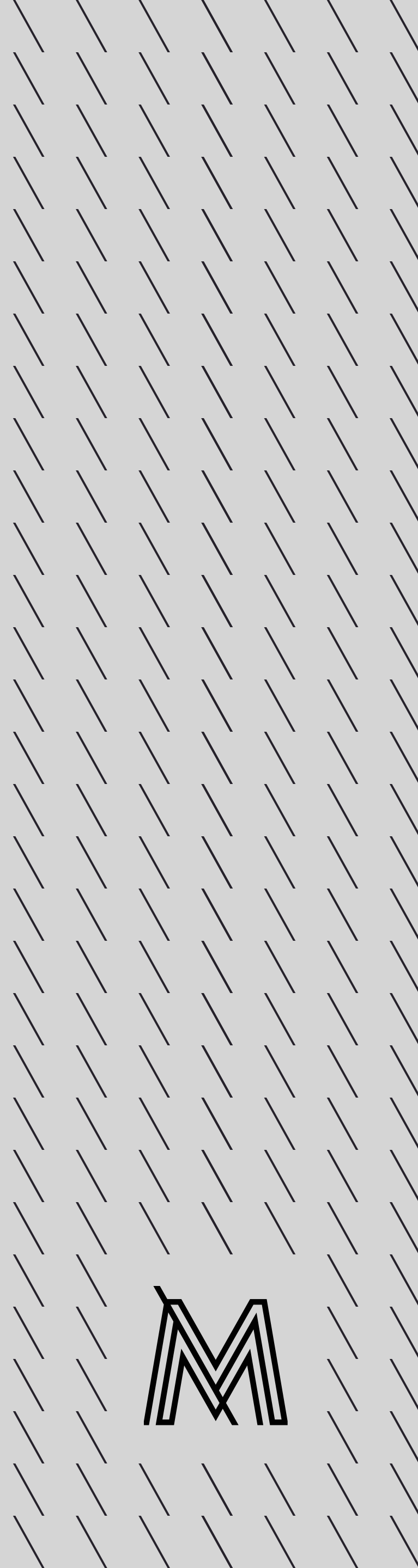
BRAND





TRANSITIONAL





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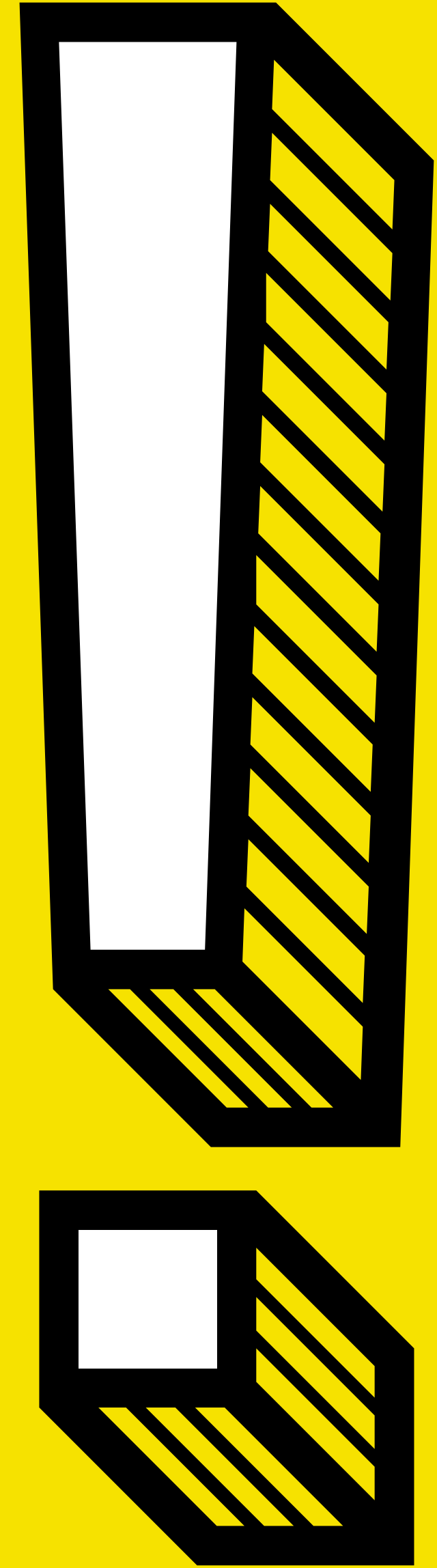


PRODUCT



Write ads for folks who are ready to switch banks.

THE SECRET OF GREAT BANK ADS



Brand Messaging Strategy

- Intent
- Key Benefit
- Reason Why
- Tone
- Personality
- Audience



A bank on your side. A banker by your side.

We love learning how our partners work. It helps us identify challenges and realize opportunities. By understanding the unique demands of your business, we're better able to help you succeed.



SLOW RISE SLICE HOUSE | WACO, TX

It turns out, Chris Elliott is better at banking than baking. That didn't stop Brett Swartz from teaching him the secrets of making great pizza.



We're ready to roll up our sleeves and get to work.
Visit bankingfirst.com/slow-rise | Call (254) 772-9330

MEMBER
FDIC

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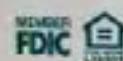


FLY
HIGHER



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www.horiconbank.com



The Natural Choice

2018

2018/NOV

FREE US LETTER CATALOG MOCKUP

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dapibus suscipit pulvinar, ex quam congue nunc.

The bank of never working a day because you chose what you love.



Your business is your passion. Sure, there are other banks aren't as great as others, but you keep pushing forward. You deserve a bank that backs your passion — one that asks "What's next?" instead of "What do?" Our bankers are here to do our part to make your dream a reality. Whether you're just getting started or if you want to take it to the next level, we're the bank of making it happen. We're the bank of Missouri.



Let's get started with a banker near you.





...allowed
time for the segment in Palmer Home.
I was surprised how well the whole story of Palmer Home
and the unclaimed money came together in a little under 5
minutes with all they had done.
—Katherine Hendrick

It was interesting to see how they clipped and put what I
said to fit into the broadcast in a different way. For example,
the broadcast opens with me talking... it appears as if I'm
just speaking in general about Palmer Home, however, I was
actually discussing a "Victory Home" for children that my
former therapist co-workers and I used to visit for some
of our clients. My point was that there ACTUALLY was a
home and it's Palmer Home! —Aly Barclay

**DO YOU REMEMBER ANYTHING THAT DIDN'T MAKE IT ON
SCREEN LAST?**

YES! So much of it didn't make it on TV but it was all
necessary for them to get our story! —Katherine Hendrick

**WHAT WOULD YOU BEING PRIDEFUL OF YOUR
CONTRIBUTION TO?**

It was fun to see all the homeowners interacting like we
normally do. It was a good chance for America to learn about
a great ministry. —James & Theresa Archer

I LIKED using the campus and my co-workers on
television! The campus looked great... the former parents
looked great... of course, did not like seeing MYSELF on
television... but, oh well. We're about us! —Aly Barclay

It was cool to see everyone having fun. What an
experience for us at PNC. —Steven Scott

Complete excitement! I was so proud of everyone and most
importantly that our story was told in a national broadcast! I
was at home watching the segment when it aired on Labor Day
we celebrated it on TWT and watched it again.
—Katherine Hendrick

I was pleased that the CBSA took the time to interview
many of our children and staff. They took a real interest in
the work we do here. Elizabeth Lacey, the host, described off
camera that "we have something special here." I am grateful
they spent quality time with the children—I think that's why
they got the story right. —Diana Bennett

WHAT WOULD THE EXPERIENCE BE LIKE FOR THE KIDS?

Very understand and others, just another day. But part was
watching the kids see themselves on the tv screen.
—Steven Scott

I think there was just an electric air around campus during the
week of the broadcast. It was really nice to see everyone pull
together to make it happen. —Aly Barclay

The kids were so excited that they were on television. They told
everyone they came to contact with all about CBSA visiting
them! —James & Theresa Archer

**IF YOU COULD NOT BE AT THE ALBANY, WHAT WOULD YOU
WANT TO BE DIFFERENT?**

Not one single thing. CBSA folks were great, PNC inspired
every minute and just praising God for the funds and exposure
to the world of what we have been doing for the last 117 years.
Just a testimony of God's grace to PNC. Thank you.
—Steven Scott

I can't really pick out a particular problem. It was well planned
and organized. Thanks to the great staff we have here.
—James & Theresa Archer

Proud for cooler weather, but honestly I'm a little sad for
summer to remember. It was such an amazing and rewarding
experience and a great start to a new job! This really set the
bar high for the future of our organization!
—Katherine Hendrick

The only thing I would do different is wear a different shirt.
I think I didn't like the way it [the shirt] appeared on camera...
everything else, I thought was just about perfect!

EARLY MORNINGS.

You're the one who unlocks the doors
and puts on the first pot of coffee.

Each day holds a new challenge. Each day creates a
new opportunity. If obstacles get in your way, you
find solutions.

When your bank gets in the way, you deserve a
better financial partner.

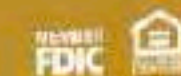
South Atlantic Bank knows early answers lead to
better outcomes. Just like you, the Carolina Coast is
our home. When you succeed, we do. We're nearby
and ready to help. Opportunity is waiting.

EXPECT *More*

SWITCH TO A BANK THAT'S TAILOR-MADE FOR YOUR BUSINESS

southatlantic.bank/expect-more

South Atlantic
Bank





COMMUNITY
BANK



FULL-TIME BANKER

FULL-SERVICE BANK

Running a business is a full time job. Your day isn't just 9 to 5. You need a banker who works as hard as you.

Alan Wood's workday doesn't end when he leaves his office at CCB Community Bank. He likes to spend his time enjoying the outdoors, but he knows business doesn't stop at 5 PM. He's available when you call, because we know one quick answer can make all the difference in your business.

We also know there's more to life than business. When you need help with your personal or family's finances, Alan and his team will be there to assist. No 1-800 numbers. No run around. Just solutions from people who care.

We're CCB Community Bank.

CALL ALAN TODAY
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1502 E. John Sims Parkway
Niceville, Florida 32578
bankccb.com



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