

# Success Story: Internal Branding



## The Peoples Bank - Internal Branding

Headquarters: Winder, Georgia

Offices: 7 Offices in Georgia

Total Assets: \$433,558,000 as of 12/31/07

Components: Component 1 - Documentary Video - "A Legacy of Doing More"  
Component 2 - Training Facility Signs & Graphics  
Component 3 - In-Bank Merchandising

Marketing Services Provided By



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[www.blfmarketing.com](http://www.blfmarketing.com)  
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### Objectives and Results

Following a comprehensive re-branding program in 2006, The Peoples Bank undertook a concerted effort to emphasize its new brand promise of “Doing More” among all employees. The primary objective in 2007 was for employees to participate in an initiative to further refine the bank’s brand promise . . . and define how the brand is important to its customers and communities.

The employee teams developed several well-crafted “statements” that have since been officially adopted by the bank, and include the following:

- Identity Statement
- Vision Statement
- Mission Statement
- Core Values

The bank implemented an aggressive Internal Branding program in 2007 to keep these important statements and company philosophies in front of all bank personnel. The first component was the design and installation of high-impact signage and dimensional graphics in the bank’s central training facility to serve as permanent reminders of these important statements. The second key component was to develop plaques and desk cubes to keep employees highly aware of these credos in their individual offices and work stations. The third component was a 17-minute documentary-style video entitled “A Legacy of Doing More” which links the bank’s rich 80-year history with its new brand promise. The video was used to gain additional employee “buy-in” as an insightful, entertaining and motivating orientation about “their” company.

In part due to highly successful employee participation in the Internal Branding program, The Peoples Bank was awarded the Community Bankers Association of Georgia prestigious “Quality Service Award” in 2007.

## INTERNAL BRANDING



### **Component 1 - Documentary Video** **"A Legacy of Doing More"**

*This 17-minute documentary-style video provides all employees with a "sense of place" in the context of the colorful heritage of this 80-year-old bank. It also chronicles three generations of leadership and innovation by the Maddox family.*



# INTERNAL BRANDING



## Component 2 - Training Facility Signs & Graphics

Employees participated in the development of key statements and philosophies that define The Peoples Bank unique brand . . . which are now permanently displayed as high-impact dimensional signs and graphics in the corporate training facility.



## INTERNAL BRANDING



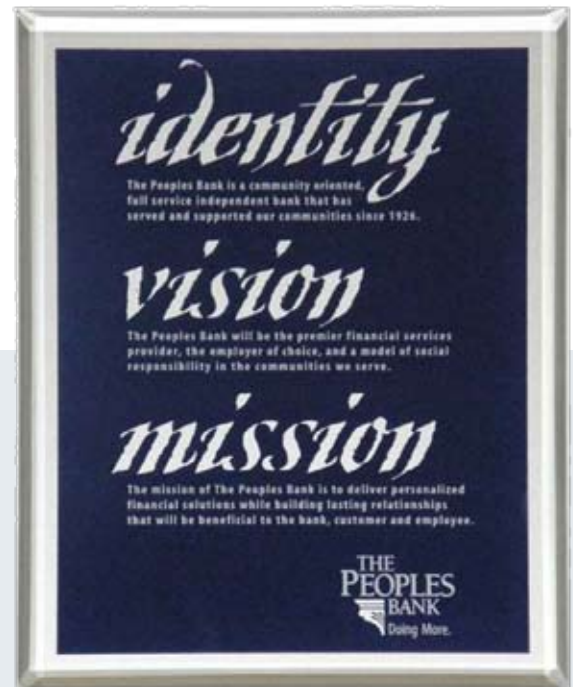
Officially Recognized  
As **Doing More**

2007  
QUALITY  
SERVICE  
Award

Presented by the  
Community Bankers Association  
of Georgia

THE  
PEOPLES  
BANK

Member FDIC



**Component 3 - In-Bank Merchandising**  
*Merchandising Components To provide constant reminders of The Peoples Bank's Internal Branding initiative, each employee was provided with a wall plaque and desk cube for their personal work area. Upon winning the CBA of Georgia 2007 "Quality Service Award," posters were produced to proclaim the prestigious accomplishment.*