



Katcher Vaughn & Bailey Public Relations / First Tennessee Changes Its Tune in Middle Tennessee

Challenge

In 2003, First Tennessee, the largest Tennessee-based financial services company, was No. 1 in retail banking in every major market -- except Nashville. KVBPR joined the First Tennessee team with the goal of doubling its banking market share in Middle Tennessee in three years.

Strategy and Action

- Identify and evaluate specific sponsorship opportunities to recommend from hundreds of community organizations
- Negotiate more than 25 ongoing sponsorships with mutual benefits for First Tennessee and the partnering organizations
- Promote the partnerships to raise visibility for First Tennessee and maximize community investment efforts
- Advise and conduct management training to maximize individual community involvement and complement corporate efforts

Results

Twenty-five ongoing sponsorships were established with organizations representing hundreds of thousands of people in Middle Tennessee. These sponsorships resulted in more than 66.9 million positive media impressions in the region. As a result, Middle Tennessee market share jumped from 6 percent in 2003 to 11 percent at year end 2006.



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