

First Coast Community Bank FINANCIAL INSTITUTION

First Coast Community Bank is a provider of Synovus Financial Services in the northern Florida market. When the bank decided to grow its consumer deposit business, it chose AXIA to help introduce a new, high-yield money market account. In response, AXIA developed a comprehensive, integrated campaign that included public relations, outdoor, direct response, print and point-of-purchase materials, raising awareness, and opening accounts. Within three months of launching the campaign, First Coast Community Bank had netted \$14.5 million in commercial and consumer deposits.

"AXIA promises a lot ...
and then delivers even more."

Chip Townsend
First Coast Community Bank,
an affiliate of Synovus Financial Corp.



Outdoor



Direct Response, Point of Purchase and Outdoor

