

## OneWest Bank/First Federal/LaJolla Bank Mergers

### Challenges:

OneWest, a \$14B bank formed in 2009 from the failed Indy Mac Bank, subsequently acquired two failed southern California banks (FDIC-assisted); communications needed to reassure customers about the security and stability of OneWest Bank and its commitment to community values

### Solutions:

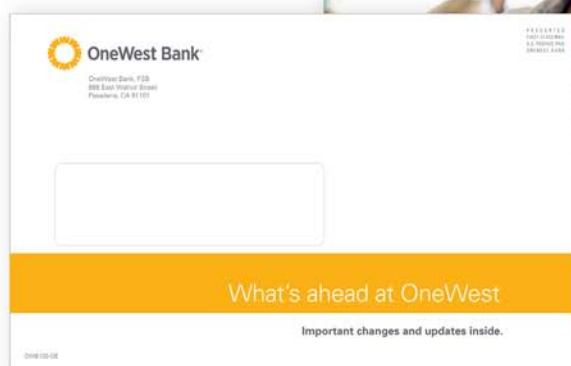
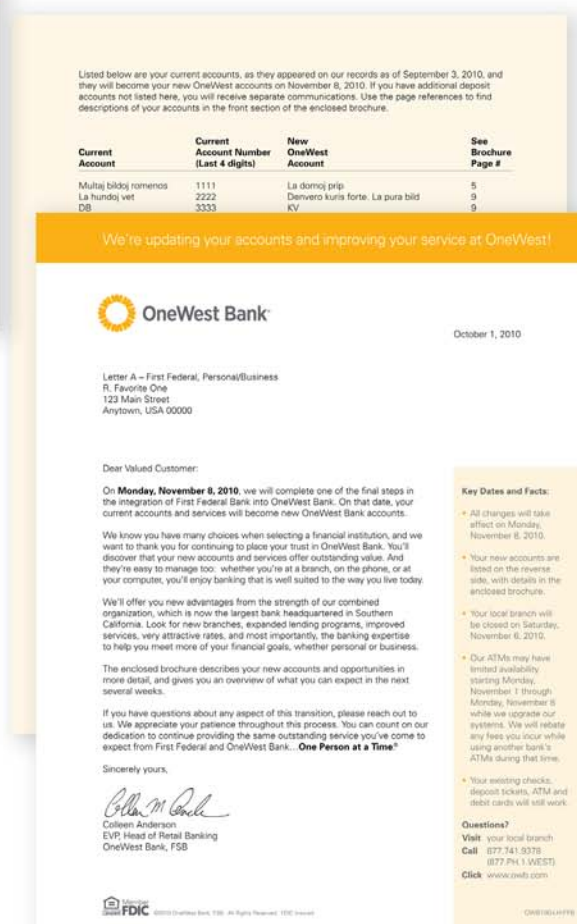
MKP's theme, "Building Southern California's hometown bank, One Person at a Time," reinforced the bank's brand promise

Materials were authentic, radiating optimism with the warmth and personal communication style of the OneWest brand

Disclosures



Letter



Outer Envelope