

First Citizens Bank FDIC Merger

Challenges:

Out-of-market acquisition, so customers were unfamiliar with acquiring bank

Need to reassure customers of strength and stability after failed bank takeover

Solutions:

Creative positioning – reassuring headline and messaging strategies

Strategic approach – provide personalized list of accounts and branded brochure with change information and overview of new opportunities

Same communication strategy applied to six FDIC-assisted acquisitions for First Citizens in four years

Welcome Guide

