



# Corporate Communications

## Our Client's Industry Banking

### The Business Challenge

JTA was retained to assist a major Chicago commercial bank in a leadership transition period during which numerous initiatives in the retail, business and private banking business areas could not be allowed to fail.

### JTA Results

Working with all senior elements of the organization, JTA personnel performed communication triage over a six-month period to successfully maintain momentum in most areas and provide new momentum in others.

### Campaign Highlights:

- The CEO cover profile by a Chicago-based periodical enabled the executive to deliver key messages in a difficult banking environment that emphasized the brand's strength and security.
- A successful series of customer profiles that included references to services from the private bank enabled a new campaign for the wealth transition practice to exceed impressions by 50%.
- New levels of coordination were achieved with the marketing and advertising department, syncing messages in communication materials with those of the consumer campaign. For the first time, all the communication's department materials echoed advertising messages, integrating themes in speeches, remarks, releases, and collateral.
- JTA managed a pre-existing public relations consulting relationship on behalf of the bank.
- Our team prevented coverage of a multi-unit foreclosure situation in which the bank was acting in good faith, but which had been seized by agenda-driven activists who had a recent record of incorrectly characterizing the bank's community reinvestment record.
- JTA transitioned all programs to the selected, incoming executive.