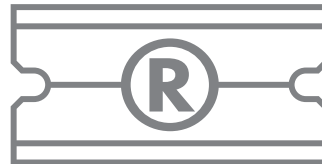




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**AGENCY OVERVIEW | FINANCIAL**





## AGENCY OVERVIEW

***RUSSO is a Strategic Branding Agency – and as a branding agency, we are believers.*** Here we believe in the promise behind the brand, and that by changing the conversation we can inspire and motivate consumer behavior.

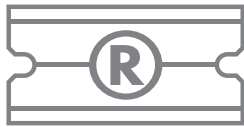
***Through the use of consumer insight, we develop branding initiatives for our clients that form emotional connections with their target audience. We accomplish this by changing the conversation to better position our clients within the marketplace, regardless of industry, size, or location.***

Launched in 2001 by CEO, Jaci Russo, and Chief Creative Officer, Michael Russo, brandRUSSO has grown to include a diversified client roster including experience with a wide variety of industries from coast to coast. Our branding process, Razor Branding™, permeates all levels of marketing, advertising, digital and social media giving us a unique advantage in first identifying our client's target audience, then developing messaging, strategies, and creative that builds awareness, loyalty, and advocacy.



### **WE ARE A BRANDING AGENCY**

- Focused on your audience and the messages that will move them
- Combining strategy and creative for optimal results
- Evolved beyond traditional full-service agency



### **TRADEMARKED BRANDING PROCESS (RAZOR BRANDING™)**

- Helps to identify our client's audience and change the conversation through strategy, messaging, and creative
- Allows us to better position our clients within the marketplace regardless of geography, size, or industry
- Permeates branding at all levels of marketing, advertising, interactive, and social/digital media



### **NATIONAL PERSPECTIVE**

- A team of experienced branding professionals from across the country
- Serving clients from coast to coast
- Experience within a wide variety of industries



### **WE ARE WHAT YOU SEE**

- Named partner engaged with every client
- Never the B Team, because there isn't one
- Project pricing rather than billing by the hour



### **CREATIVE MEETS STRATEGY; STRATEGY MEETS CREATIVE**

- A belief that creative without strategy is just art
- An understanding that awards are great, but successful clients are better
- Unique leadership, where our Creative Director and Senior Brand Strategist are also founding partners



Razor Branding™ develops brands from the inside out, establishing a series of branded touchpoints that form emotional connections with the consumer. Developing these connections relies heavily on understanding the psychographics of audience behavior and not just demographic profiles that rarely tell the whole story.

**The process utilizes 4 primary elements to achieve these goals:**



**FOCUS – (The Who)** helps define who you are and who your audience is - through the use of consumer insight, demographics, psychographics, and personality profiles



**PROMISE – (The Why)** defines that one differentiating and powerfully compelling quality that makes your brand razor sharp – in effect, the promise behind the brand



**CONNECTION – (The What)** establishes your “voice” and a messaging system that is based on your defined brand promise – making you the preferred choice over the competition



**HARMONY – (The Where)** works to identify and develop a series of branded touchpoints that establish trust – connecting with your audience where they live, work, and play



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# FINANCIAL WORK

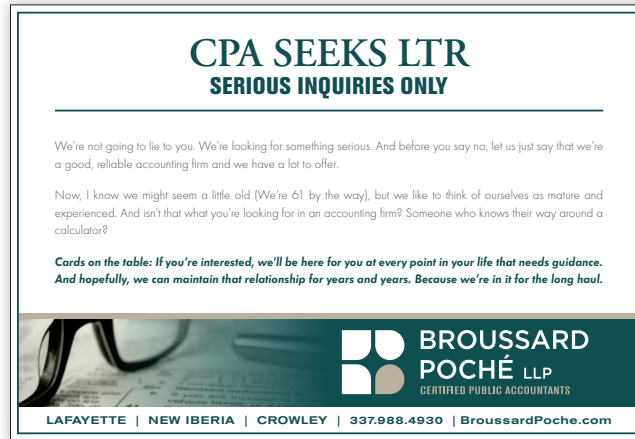
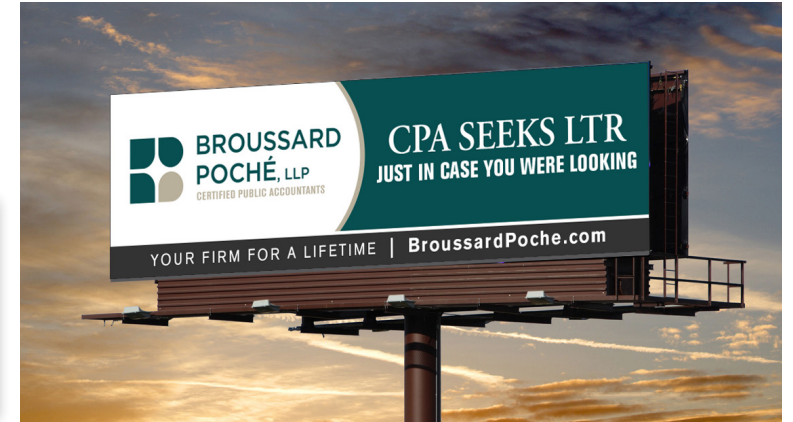
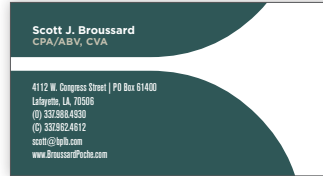
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*Broussard Poché is a well-established CPA firm with a long history and solid reputation, but struggled to identify and connect with an emerging new audience.*

With the help of Razor Branding™ we were able to change the conversation – providing an opportunity for the firm to re-establish itself within the communities it served. The strategy worked as we developed a youthful campaign that turned the traditional messaging of the accountant into something fresh and new.

*Within the first year of the campaign, Broussard Poché experienced unprecedented growth, with 164 clients utilizing expanded services and 156 new clients overall.*



**A LIFETIME FIRM FOR EVERY MILESTONE**

**BroussardPoche.com**



*RUSSO helped leverage the bank's position as the "Official Bank of the New Orleans Saints," while positioning them as a trusted business partner.*

During post-Katrina New Orleans, all banks were faced with the mass exodus of customers, thousands of foreclosures, and bankrupt businesses. First Bank and Trust, serving the Greater New Orleans and Gulf Coast region was no exception to the struggles of the community.

*The end-of-first-year totals showed an increase of \$109M, a 22% growth of assets.*

**FIRST BANK AND TRUST**  
Business. Made Personal.



**MEET FRED.**  
A Self-Proclaimed Ultimate Saints Fan.

**What makes Fred an Ultimate Saints Fan?**  
Well, for starters, Fred thought it would be a great idea to name all of his children after his favorite Saints players. They remind him daily of his love for everything Saints.

Fred drives a black and gold car, lives in a black and gold house, and most recently, Fred made the move to First Bank and Trust, the **Official Banking Partner of the New Orleans Saints.**

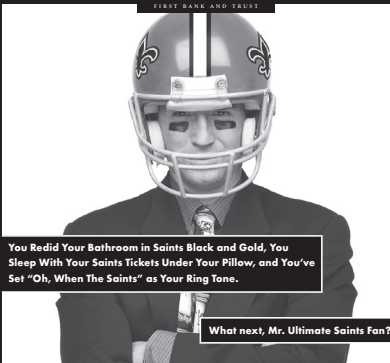
The great news - you can be an Ultimate Saints Fan too by calling or stopping by one of our locations through...

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**FIRST BANK AND TRUST**  
Business. Made Personal.  
OFFICIAL BANKING PARTNER OF THE NEW ORLEANS SAINTS

POYDRAS 584.5900 METAIRIE ROAD 586.2720 ALGIERS 586.2640 ELMWOOD 586.2700  
MANHATTAN BOULEVARD 586.2620 BATON ROUGE 225.925.3014 KENNER 586.2600  
LAFAYETTE 337.235.4808 WWW.FBTONLINE.COM

MEMBER FDIC EQUAL HOUSING LENDER



**What next, Mr. Ultimate Saints Fan?**

You Redid Your Bathroom in Saints Black and Gold, You Sleep With Your Saints Tickets Under Your Pillow, and You've Set "Oh, When The Saints" as Your Ring Tone.

**How about the Official Saints VISA® Check Card?** It's only available at First Bank and Trust. Stop by any of our locations or visit us online at [www.fbtonline.com](http://www.fbtonline.com) if you are indeed an Ultimate Saints Fan and Official Saints VISA® Check Card holder.

POYDRAS 584.5900 METAIRIE RD. 586.2720  
KENNER 586.2600 MANHATTAN BOULEVARD 586.2620




**Refer-A-Friend for Totally Free Checking and you both get a FREE GIFT!**

When Fred was offered the chance to Refer-A-Friend to First Bank and Trust for Free Checking, well, he jumped all over it. He knew it was a great deal, but to top it off, he and his friend will receive a Limited Edition Saints Messenger Bag!

Share the love, and Refer-A-Friend today. See back for details.




**Meet Fred, The Ultimate Saints Fan. Fred is Anxiously Awaiting the Start of the 2007 Season. The Problem - Fred Has to Find New Ways to Finance His Obsession for Everything Saints.**

**What next?**

Well, fortunately for Fred, First Bank and Trust has him covered with the **Black & Gold Money Market account**. Fred knows a good deal when he sees one, and with a guaranteed 4.57% APY\*, unlimited access to his funds by teller or ATM, and use of up to three checks per month, he'll be able to celebrate his love for the Saints all year long.

**BLACK & GOLD MONEY MARKET**  
GUARANTEED UNTIL OCTOBER 1, 2007

**4.57% APY**

A BALANCE OF \$50,000 OR MORE IS REQUIRED FOR 4.57% APY. 4.26% APY APPLIES TO BALANCES OF LESS THAN \$50,000

Let your black and gold colors fly, and open your Black & Gold Money Market account today.

**FIRST BANK AND TRUST**  
Business. Made Personal.

OFFICIAL BANKING PARTNER OF THE NEW ORLEANS SAINTS

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MANHATTAN BOULEVARD 586.2620 BATON ROUGE 225.925.3014 WWW.FBTONLINE.COM

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\*The Black & Gold Money Market account requires \$10,000 to open and to maintain the account. There are no maintenance fees. \$10,000 or more in new funds is required for the opening deposit. New funds are funds that are not currently on deposit at First Bank and Trust. Your Black & Gold Money Market account will continue to allow you to open big with these features. Guaranteed Return Rate is 4.27% APY until October 1, 2007, on balances of \$50,000 or more and is 4.26% APY on balances of less than \$50,000. After the guarantee period, your interest rate and all other charges will be established at the discretion of the bank. Access & Spending: You have unlimited access to your funds any time by teller or ATM. You may also use up to three checks per month. Black & Gold Money Market is available for individuals, businesses, and nonprofit organizations. It is not available for backdated deposits or public funds.



**RUSSO worked with St. Landry Homestead Bank to both re-brand the bank and develop messaging that would resonate with their core audience.**

In addition, an online presence was established for the Homestead, giving them the opportunity to better connect with their customer base, while preparing them for continued growth.


**In the years following the relaunch of their brand, St. Landry Homestead has opened 2 new branches and continues to expand its offerings.**



**Believing.**  
*Something we specialize in.*




**I BELIEVE!**  
**IN THE HOMESTEAD.**




MEMBER FDIC EQUAL HOUSING LENDER

**Listening.**  
*Something we do, every day.*



**I BELIEVE!**  
**IN THE HOMESTEAD.**



MEMBER FDIC EQUAL HOUSING LENDER



**Empowering.**  
*Something we take pride in.*



**Believe in the Homestead**  
*Because we've always believed in you.*

Checking & Savings | Home, Consumer & Business Loans | Retirement  
Opelousas: 948.3033 | Eunice: 457.8196 | Port Barre: 585.2301  
StLandryHomestead.com

MEMBER FDIC EQUAL HOUSING LENDER

**I BELIEVE!**  
**IN THE HOMESTEAD.**



People First. Since 1922.  
Opelousas | Eunice | Port Barre  
www.stlandryhomestead.com



MEMBER FDIC EQUAL HOUSING LENDER



*RUSSO helped MidSouth Bank develop a branded campaign that incorporated the use of consumer based messaging that would resonate with their audience.*

The goal was to change the conversation from what was currently in the marketplace – using real world examples of how MidSouth was on their side.

*The conversational approach provided an opportunity for them to engage their customers on an emotional and relatable level.*



**Your Bank. Your World.**

There's a place where business-owners stress over paychecks, and managers work well past closing time, and parents lose sleep over the mortgage, and everyone is scraping enough together to pay for another set of bills.

It's a place we like to call, "the real world" – and if you're there, you need a bank that lives there, too. A real bank for real people.

**A Real Bank. For Real People.**

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**Ok, let's get real for a moment.**

We're not going to lie to you. You can get many of the same services we provide at other banks. And up until now, you've heard a lot of the same things from banks just like us. It all sounds like noise, doesn't it? Stock photographs of happy families and empty promises. But we think you deserve better.

Here, in the real world, we understand the day-to-day struggles you're facing, and we just want to help. We want to mentor you in your financial growth, and never talk down to you or in circles. We're a bank for grown-ups. And here, you'll always be treated like one.

**A Real Bank. For Real People. | MidSouth Bank**

midsouthbank.com

MEMBER FDIC EQUAL HOUSING LENDER

**"A Real Bank. For Real People."**  
(Yep, we get it. And chances are, we'll get you too.)

**Reality Banking. Now Available. | MidSouth Bank**

MEMBER FDIC EQUAL HOUSING LENDER

**Your Bank. Your World.**

**Reality Banking. Now Available. | MidSouth Bank**

MEMBER FDIC EQUAL HOUSING LENDER

**"Money isn't everything."**  
(Says the guy who has plenty of it.)

**Reality Banking. Now Available. | MidSouth Bank**

MEMBER FDIC EQUAL HOUSING LENDER

**"I just want to be comfortable."**  
(Says the guy with no kids and no mortgage.)

**Reality Banking. Now Available. | MidSouth Bank**

MEMBER FDIC EQUAL HOUSING LENDER



*RUSSO worked with First Reliance Bank to develop a campaign that would not only work with multiple age groups, but also provide information on their impressive CD rates.*

In order to accomplish this, RUSSO worked to create several messaging and visual systems that could be used across multiple media channels.

In doing so, First Reliance was able to accomplish its goals, while also establishing a stronger emotional connection with its unique audiences.




*The Key to Happiness*  
OFTEN BEGINS WITH A GREAT CD RATE

**FIRST RELIANCE**  
BANK

864.672.1176 | [FirstReliance.com](http://FirstReliance.com)

**1.76%** APY\*  
CD or IRA CD  
12 Month CD

**RATE RISER CD**  
**1.86%** APY\*  
25 Month CD

\*VISIT FIRSTRELIANCE.COM FOR DETAILS ON APY.



*Happily Ever Afters*  
OFTEN BEGIN WITH A GREAT CD RATE

**FIRST RELIANCE**  
BANK

864.672.1176 | [FirstReliance.com](http://FirstReliance.com)

**1.76%** APY\*  
CD or IRA CD  
12 Month CD

**RATE RISER CD**  
**1.86%** APY\*  
25 Month CD

\*VISIT FIRSTRELIANCE.COM FOR DETAILS ON APY.




**Little Jimmy could go pro and end up buying you the home of your dreams.**  
OR YOU CAN CALL US. **YOU KNOW, JUST IN CASE.**

**FIRST RELIANCE**  
BANK

**DOWNTOWN GREENVILLE**  
864.672.1176 | [FirstReliance.com](http://FirstReliance.com)

FDIC



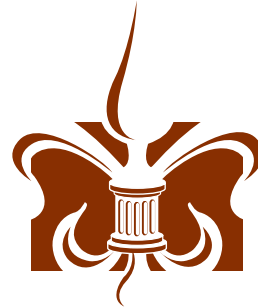
**FIRST RELIANCE**  
BANK

**I Matter Banking Program**

**Is it just me, or is this bank different?**  
You Betcha.

**864.672.1176 | [FirstReliance.com](http://FirstReliance.com)**

**I MATTER PROGRAM**





337.769.1530 | [Branding@brandRUSSO.com](mailto:Branding@brandRUSSO.com) | [brandRUSSO.com](http://brandRUSSO.com)

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