

Royal Banks of Missouri aims to modernize its image and expand its reach to younger demographics while honoring its rich history. This involves leveraging digital platforms for storytelling, highlighting client success stories, and showcasing the bank's role in supporting local businesses. The transition from a Commercial Real Estate (CRE) focus to Commercial and Industrial (C&I) banking reflects a strategic move to engage with smaller, growing businesses, aligning with the bank's commitment to community development.

Game Plan

1. Take a Storytelling Approach:

- Develop a “Legacy Meets Modernity” campaign that includes:
 - Short-form videos: Capture the bank’s journey and feature individual branches.
 - Customer testimonials: Highlight smaller businesses and their growth stories with the bank’s help.

2. Content Creation Plan:

- **Filming:** Focus on branch representatives and client spotlights.
- **Deliverables:** Cut content into bite-sized clips optimized for social platforms, emphasizing storytelling and actionable advice.
- **Visual Appeal:** Use high-quality visuals and concise, engaging scripts tailored for Instagram Reels, TikTok, and YouTube Shorts.

3. Engagement Strategy:

- Leverage the 60-year legacy to build credibility while showcasing the bank’s forward-thinking approach.
- Integrate “humanized banking” messaging into campaigns, focusing on accessibility and relatability.

4. Execution & Follow-Up:

- I will prepare scripts in advance for all video content, working closely with the bank to ensure alignment with messaging goals.
- Use analytics to track campaign success and refine strategies over time working side by side with the marketing team.

Video Series Concept:

1. Legacy Spotlights (Month 1-3)

- **Content:** Highlight key milestones in the bank's 60-year history, including interviews with long-time employees and community leaders who've partnered with the bank.
 - **Purpose:** Celebrate the bank's storied history while emphasizing its deep roots and trust within the community.
 - **Example:** "60 Years of Community Impact: Stories from Our Founders."
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2. Client Success Stories (Month 4-6)

- **Content:** Mini-documentaries featuring clients who have achieved growth or success with the help of the bank.
 - **Purpose:** Showcase the human side of banking by focusing on real-life success stories.
 - **Example:** "From Mom-and-Pop to Marketplace: How Royal Banks Supported My Business Journey."
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3. Branch Profiles (Month 7-9)

- **Content:** Spotlight individual branches, featuring employees or managers sharing how they serve their unique communities.
 - **Purpose:** Reinforce the bank's local focus while humanizing its services across its 17 branches.
 - **Example:** "Meet the Team: How Our St. Louis Branch Supports Local Entrepreneurs."
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4. Future Focus (Month 10-12)

- **Content:** Highlight the bank's technological innovations (e.g., ITMs), efforts to connect with younger audiences, and initiatives to modernize banking.
 - **Purpose:** Bridge the generational gap by positioning the bank as forward-thinking while staying true to its community-oriented roots.
 - **Example:** "Banking for Tomorrow: How Royal Banks Embraces Innovation."
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