



Sullivan-St. Clair Advertising/Public Relations
Mail P.O. Box 70165, Mobile AL 36670
Ship 2610 Dauphin St., Mobile AL 36606
T 251.476.1283 • F 251.476-1582

American Association of Advertising Agencies

NEWS RELEASE:

FOR IMMEDIATE RELEASE
July 17, 2007

Contact: Jennifer Jenkins
(251) 476-1283
jennifer@sullivanstclair.com

First Community Bank Says Bigger Is Not Always Better

(Mobile, Ala.) – With the recent boost in merger activity between large regional banks causing an increase in financial advertising, First Community Bank launched an integrated marketing campaign on July 16 – UN_BIG.

The strategy of the UN_BIG campaign focuses on setting First Community Bank apart from the increasing number of small to midsized banks in the market. It positions the bank in a fresh way against the bigger banks which predictably run “big ads” and the smaller competitors who typically use the blatant “big banks are impersonal” approach.

“Being UN_BIG means better service and more responsiveness – it also means that we don’t have to act like the big banks,” explained Glen Davis, chief executive officer of First Community Bank. “We want people to know that banking with us means convenience. Right now, doing business with the larger banks couldn’t be more inconvenient.”

The UN_BIG campaign has three main messages – First Community is more responsive and has better service, First Community has faster turnaround on loan decisions, and First Community is not going to merge with other banks. The campaign utilizes traditional media in a nontraditional way including not using the entire ad space allowed in both print and television.

“When you outdo big banks in hundreds of UN_BIG ways, you don’t need huge ads. So we’re using a fraction of each ad space in this new campaign to talk about First Community Bank, and we’re giving the rest to the public so they can enjoy what it means to be UN_BIG,” stated Rich Sullivan, president and creative director of Sullivan-St.Clair, the advertising agency behind the campaign. “It’s another way we are widening the gap between First Community and our frequently boring big bank competitors.”

--more--

First Community Bank 2-2-2

Elements of the campaign include:

- using 15 seconds of a 30-second television commercial to mention one of the bank's strengths and then giving the viewer a chance to enjoy the last 15 seconds with a memorable, offbeat video clip such as fireworks, a dancing Elvis-impersonator or a ski vacation gone bad;
- radio ads, like the TV ads, that present a strength followed with an amusing bit at the end;
- print ads which only use a fraction of the page and give the rest of the page to readers for their own enjoyment (coloring in a picture, crosswords, connect the dots, word find);
- in-bank signage, posters, table toppers and even buttons and stickers that deliver the message that "My bank is UN_BIGGER than your bank." and "I banked UN_BIG today.";
- and an interactive website, www.EnjoyUnBig.com, where visitors can enjoy more fun activities and download a switch kit that gives them an easy walk-through of the process of changing banks, including a few simple forms needed to complete the switch.

###

About First Community Bank

Founded in 1909, First Community Bank is an independent community bank with assets totaling \$306 million, nine banking offices and ATMs. First Community operates three offices in Mobile, as well as locations in Chatom, Citronelle, Mount Vernon, Millry, Saraland and Spanish Fort.

About Sullivan-St.Clair Marketing/Public Relations

Sullivan-St. Clair Marketing/Public Relations provides full-service marketing, advertising and public relations for clients throughout the United States. Founded in 1977, the agency is a member of the American Association of Advertising Agencies.