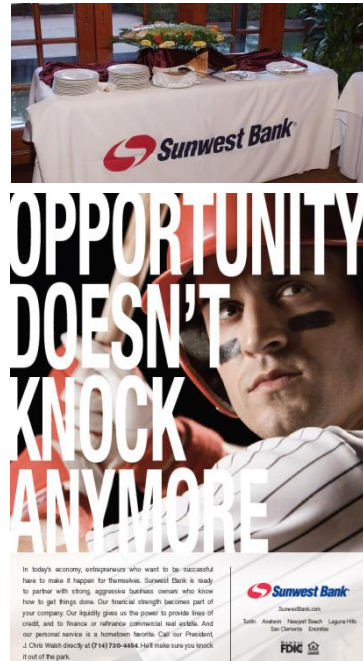


Brower, Miller & Cole Brings Attention and Respect To Sunwest Bank

Brower MILLER + COLE

Agency's integrated marketing program revives this formerly "sleepy" community bank.



Sunwest Bank, one of the strongest and healthiest community banks in the country, had a problem. Though the bank had been serving Orange County small business owners and entrepreneurs for 40 years, it was considered overly-conservative and "sleepy," and was not seen as an institution of relevance on the financial scene. That all changed when Brower, Miller & Cole was brought on to implement a strategic marketing campaign.

After conducting a thorough market research program, utilizing on-site branch visits; email, phone, and in-person surveys; and an extensive media research process, Brower, Miller & Cole launched an integrated program to boost awareness and respect, and to drive new business to the bank.

We began a strong publicity program, and partnered with local media to devise a standout advertising campaign that caught the attention of Sunwest's target audience.

Through the creation of the first OC Metro magazine belly wrap, the formation of a "Client of the Quarter" program, the innovative idea to use the local business journal's cover wrap ad space as Sunwest's quarterly newsletter, Brower, Miller & Cole produced results that drove tens of millions of dollars in new business directly to the bank.

With our agency's help, Sunwest Bank began to pop up everywhere.

Showing up in *Entrepreneur* magazine, hundreds of media outlets, as well as being named as *MSN Money's* "Best Little Bank in America," Sunwest Bank has certainly come a long way. As a result of our Agency's work, Sunwest Bank has grown its number of clients, assets, branches, and employees, and is now one of the most recognized brands in all of Orange County.