

Success Stories

Hancock Whitney Bank

Internal Brand That Unifies

Hancock Bank is a part of the Hancock Holding Company (NASDAQ: HBHC). Hancock has \$23 billion in assets and does business in Louisiana, Mississippi, Alabama, Florida and Texas.

Post Hancock-Whitney Bank merger the company needed to develop and execute an internal communications program that united all associates of the two banks into one common culture with one common internal brand. The assignment was complex since the Holding Company has two external-facing bank brands. The plan would communicate, inspire and energize bank associates by respecting history and heritage, but replacing old loyalties with shared optimism and pride in the new culture. The new program would also introduce this culture to new hires and communicate it during the “On boarding process.”

Action Plan

- Associate research: online, focus group and Executive interviews
- Internal tagline, graphic and brand video
- Mission, Purpose and Promise icon development
- Core Value Icon
- Internal Identity graphic standards
- Applied internal brand to “The Source” intranet
- Online Launch Kit for associate communications cascade



The value of us

Our Mission
To help people achieve their financial goals and dreams.

Our Purpose
To create opportunities for the people and communities we serve.

Our Promise
You can grow.
You have a voice.
You are important.

Our Core Values

- Honor and Integrity
- Strength and Stability
- Commitment to Service
- Teamwork
- Personal Responsibility

The Source

Results

Unified associates and improved the delivery of the brand at the customer level and reinforced a message of one strong company with one strong future.

“The Value of Us is most certainly a success! We continue to leverage by applying the internal branding to our intranet, our associate recognition program, our recruiting materials and all internal communications. GodwinGroup brought our core values to life in a fresh, contemporary way that helped unify our merging cultures.”

Rudi Thompson, EVP/Chief Human Resources Officer, Hancock Bank & Whitney Bank