



THOMAS PERSONA



AGE 61 years old



OCCUPATION CFO for a commercial real estate firm



INCOME \$190,000 Annually



EDUCATION Bachelor's degree



TECH PROFICIENCY Highly Connected



HOBBIES Golf, traveling, participating in local professional development groups and community organizations.



GOAL Supporting the economic growth and development of OKC and its surrounding metro areas with high-value commercial real estate development projects that attract new businesses and new talent

About Thomas:

Thomas is a CFO for a commercial real estate firm based in Oklahoma City. He has lived his whole life in Oklahoma and has seen a great deal of positive change and economic growth over the years he's been there. Thomas hopes to continue that trend and see the state that he loves develop and flourish. Currently, he is pursuing projects in downtown OKC as well as the area surrounding the University of Oklahoma in Norman.

A message for Thomas:

Thomas is reading The Journal Record, Oklahoma City's local business news publication. He sees an ad depicting a well-dressed man wearing a hard hat and safety glasses visiting a construction site. The caption reads, "Timeless values to shape tomorrow. Tradition for Today. INTRUST Bank."

Why this resonates:

Thomas is interested in developing his region and appreciates the integration of traditional values with a future-oriented mindset. The imagery of a well-dressed man on a construction site conveys that INTRUST serves both white-collar and blue-collar markets, and appeals to him as a white-collar professional involved with real estate who still values the idea of old-fashioned hard work. The messaging of timeless values also appeals to Thomas, as he wants to retain OKC's unique culture and history while still supporting modern growth and development.

What does tradition for today mean to Thomas:

- Using traditional business practices to meet modern customer demands.
- Possibilities for technology to improve standard practices.
- Proud of his Oklahoma heritage and wants Oklahoma City to continue growing and expanding.
- Sees strong potential to attract new residents from California the same way that Texas has.
- Wants to increase regional and national awareness of Oklahoma City in order to attract new businesses and young talent to move there.
- Wants to build on OKC's strong history in the energy sector in order to start attracting tech companies and other rapidly growing industries. Feels a strong sense of competition with Dallas and other major Texas cities.
- Maintaining an authentic Oklahoma spirit and a strong sense of local identity that differentiates Oklahoma from Texas in a positive way.

Channels where Thomas can be reached:



Google search



Cable TV



Social Media



Print Media



Direct Mail



Networking Events



J U S T I N P E R S O N A



AGE 38 years old



OCCUPATION Self-employed construction contractor



INCOME \$85,000 Annually



EDUCATION High school diploma, trade school, various licenses/certifications



TECH PROFICIENCY Competent



HOBBIES Watching DIY videos on YouTube, doing outdoor activities with family, church events, listening to the radio while driving from job site to job site.



GOAL Justin wants his construction business to continue to be successful so that he can support his family and grow his client base.

About Justin:

Justin is a self-employed construction contractor. He grew up just outside of Oklahoma City and lives within the city now. Justin learned woodworking under the guidance of his grandfather and worked with his father in their family construction business until his father retired. He has a great deal of respect for his father, grandfather, and the many other mentors who have guided him throughout his career. He is a family man himself and cares deeply about his wife and three children.

A message for Justin:

Justin is listening to the radio as he drives between job sites. He hears a radio ad from INTRUST bank that says (male voice over): “For over 140 years, we’ve been there to support you, your family, and your business. We share values. We share a community. And we share a dream—to see that community thrive. For over five generations, our family has been working hard to make that dream come true. And although a lot of things about the world have changed, we’ve never strayed from our traditional founding principles — principles you’ll still notice in our every interaction. That’s Tradition for Today.”

Why this resonates:

Justin is always on the move and the radio is one of the few forms of media he can reliably have access to. He will appreciate a simple ad that’s up front, honest, and has a “down home” approach connecting to local families and communities as opposed to an unfamiliar, cold national bank that doesn’t speak to his immediate needs. Justin is a family man and will appreciate a bank that has the same family-oriented values and respect for tradition that has shaped his own life.

What does tradition for today mean to Justin:

- Reassurance that a hard day’s labor is still valued.
- Positive masculinity, think classic image of male farmer on homestead.
- The idea of carrying on family traditions.
- “Old things are better than new things,” think vintage cars.
- The idea of working hard to earn what you want, no handouts.
- A neighborly approach/atmosphere.
- Speaks to idea of the American Dream.
- Evokes nostalgia of a simpler time when people helped each other out.
- No nonsense, no frills, messaging that speaks to the common man.
- Humble, honest service that doesn’t put on airs.
- Revival of a seemingly forgotten way of life, traditional family values.

Channels where Justin can be reached:



Google search



Streaming audio



YouTube



Radio



Social Media










Cable TV



Outdoor



DANIELA PERSONA

-  **AGE** 29 years old
-  **OCCUPATION** Purchasing agent
-  **INCOME** \$58,000 Annually
-  **EDUCATION** Bachelor's degree
-  **TECH PROFICIENCY** Highly connected
-  **HOBBIES** Exercising, talking on the phone to family and friends, watching Netflix, meal planning.
-  **GOAL** Paying off student debt so she can take the next steps forward in her life.

About Daniela:

Daniela is originally from Garden City, KS. She graduated from KU in 2014, and currently lives with her boyfriend and their two dogs in Overland Park. She and her boyfriend are working hard to pay down their student loans, and they are making great progress. Daniela is a highly motivated young professional, and she is determined to reach her goals.

A message for Daniela:

Daniela is scrolling through Facebook. She sees an INTRUST ad featuring a sepia photo of a young woman from the early 1900s smiling and holding a smartphone with the INTRUST Bank app. The text on the ad reads: "Timeless values for a modern era. That's Tradition for Today."






Why this resonates:

It plays on INTRUST's long history and tradition in a fun way. Seeing an old-timey figure with a modern device is eye-catching and conveys that the bank isn't stodgy, conservative, or outdated, rather, it shows that the bank has a rich history while offering modern solutions.

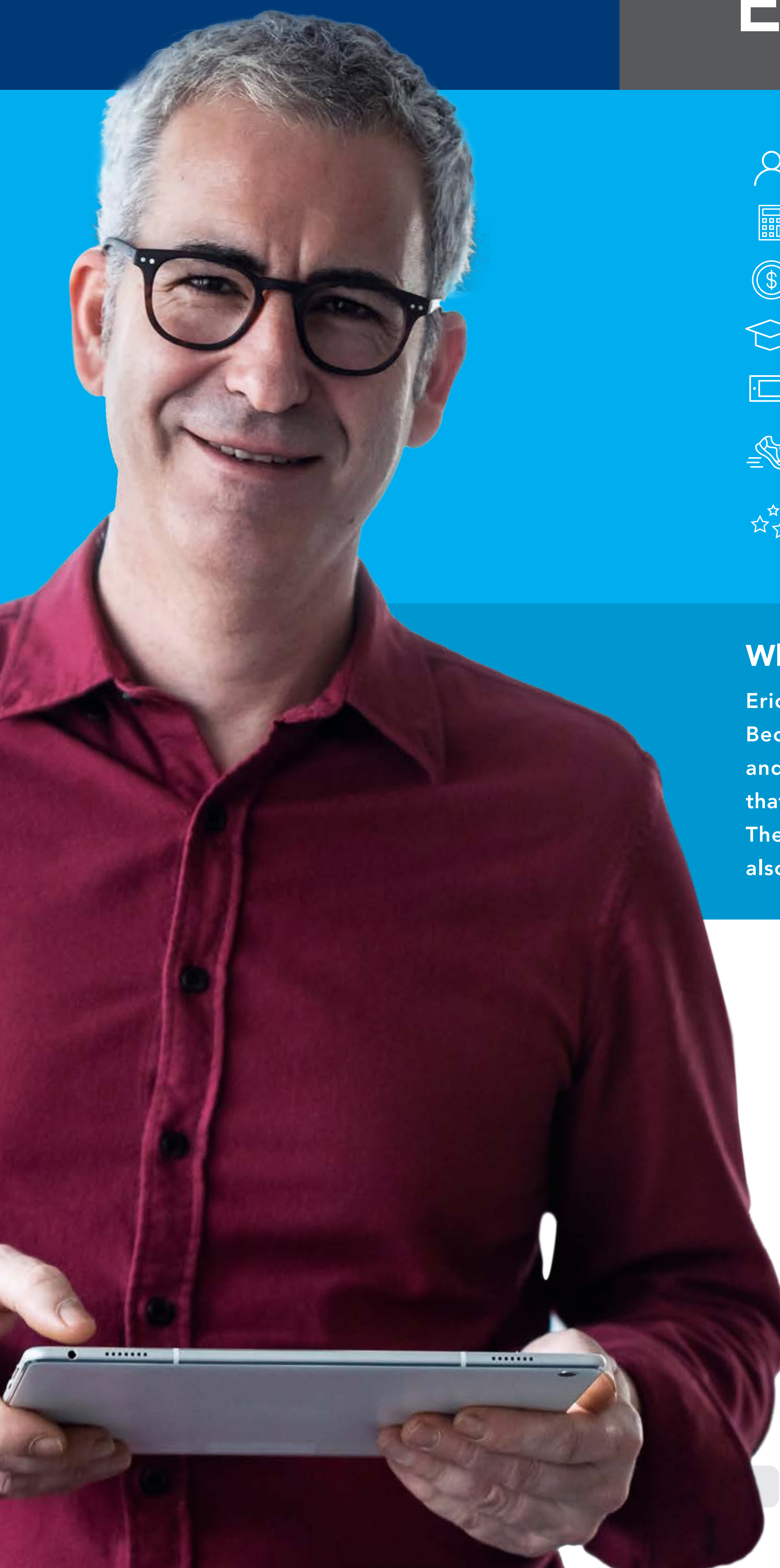
What does tradition for today mean to Daniela:

- Working hard is timeless.
- My generation has more opportunities than ever.
- "Tradition" evokes her grandmother, a positive role model in her life.
- My parents worked hard and achieved their dreams, and I can too.
- Treat others the way you want to be treated.
- A bank that doesn't have bells and whistles, but is dependable, trustworthy, and well-established.
- Sticking to tried-and-true methods because they work.
- Empowering women in the workplace.
- Relying on friends, family, and a strong sense of community for support.

Channels where Daniela can be reached:

-  Google search
-  YouTube
-  Social media
-  Outdoor
-  Streaming audio

ERIC PERSONA



AGE 52 years old



OCCUPATION Small business CEO



INCOME \$190,000 Annually



EDUCATION Bachelor's degree



TECH PROFICIENCY Highly Connected



HOBBIES Running marathons, live music, dining out, traveling the globe.



GOAL Growing and expanding his family business, achieving continued success.

About Eric:

Eric is 52 years old and is the third-generation CEO of his family industrial manufacturing business in Newton, KS. The company has three locations within the US and has 207 employees in total. The company has been very successful, especially in recent years, and he anticipates continued success in addition to a great deal of future growth. Eric predicts the company will hire at least 50 more employees within the next 5-10 years, and he is planning on expanding the Newton building and purchasing more equipment to meet ongoing increased customer demand.

A message for Eric:

Eric is scrolling through LinkedIn on his phone. He sees an ad depicting the foundation of a building being constructed that reads, "Tried and true solutions for a modern world. That's Tradition for Today. INTRUST Bank."

Why this resonates:

Eric is more likely to take interest in services being advertised to him on LinkedIn, as that suggests they are tailored to his professional/business needs. Because the imagery of this ad represents growth and development, it suggests that INTRUST would help him expand his current business operations and that they have solutions available to achieve his goals. The simple, blue-collar associations with construction represent the small-town atmosphere that Eric is a part of as well as the manufacturing element of the company he leads, and it reassures him that INTRUST Bank is a friend to local businesses. The ad maintains a balance of professionalism with approachability and emphasizes future progress and success. The image of a building's foundation also represents the foundation of values that INTRUST is based on.

What does tradition for today mean to Eric:

- Continuing my family's business legacy but updating it for a modern world.
- Close ties with the local community and close relationships with employees, many of whom have worked there for 20+ years.
- A belief in the American Dream, optimism, prosperity.
- Offering customers solutions for modern problems.
- Never losing sight of what really matters.
- Respect for local companies that have been in business for a long time.
- A deep sense of connection, legacy, trustworthiness.

Channels where Eric can be reached:



Google search



YouTube



Social media



Streaming audio



Networking events



B R I A N & J E N N I F E R P E R S O N A



AGE 52 years old & 44 years old



OCCUPATION (Parents) Software Engineer & HR Specialist



INCOME \$185,000 joint annually



EDUCATION Both parents have college degrees. Both children are college-bound.



TECH PROFICIENCY The whole family is tech-smart and plugged in. The kids are mobile-first.



HOBBIES Participating in sports, attending sporting events, taking family trips to visit national parks and museums, church social events.



GOAL Brian and Jennifer want to see their financial success continue and ensure that their children are successful.

About Brian & Jennifer:

Brian (46) and Jennifer (44) Marshall are the proud parents of two teenagers—Kayleigh, age 17, and Logan, 15. Brian is a software engineer, and Jennifer works in human resources. Together, they make about \$185,000 a year. The family is actively involved in their church, and the kids are involved in numerous extracurricular activities. They live on the East side of Wichita.

A message for them:

Brian and Jennifer are watching television when an INTRUST commercial comes on featuring a compilation of visuals supporting a script that reads “A lot of things have changed about the world. But our traditional values have stayed the same. We’re still here to support you. To support your family. To help your business take that next step. And to help our community thrive. Uniting the best of the past and the present. That’s Tradition...for Today.”

Why this resonates:

Brian and Jennifer think of themselves as up-to-date and modern, yet still rooted in tradition. They believe in the tried-and-true, and will connect to milestones that are close to home in their lives and evoke an emotional response. It gently speaks to people’s fears of change while still presenting a progressive overall message and showcasing the value of tradition for today. Themes representing INTRUST’s values (character qualities and commitments) are portrayed without stating any of them outright.

What does tradition for today mean to them:

- A way to set their children on a path towards success.
- A way to maintain a strong bank relationship in a busy modern world.
- A bank connected to the local community that builds real relationships.
- An institution that’s trustworthy and reliable.
- Stability.
- Timelessness, classic, polished, respectable.
- A bank with an established reputation that evokes recognition.
- A strong history that enables confidence and provides expertise.
- Emphasizing the importance of family and traditional bonds.
- Belief in honesty, integrity, and hard work.
- Dislike things that are trendy.
- Belief that there’s a tried-and-true method of finding success.

Channels where Justin can be reached:



Google search



Streaming audio



YouTube



Radio



Social Media



Cable TV



Outdoor

