

# First Bank ★ Texas

## IBAT Entry Essay (Longform) - Marketing (Mobile Branch)

### Overview & Goal of the Mobile Branch

As Texas' oldest national bank charter, First Bank Texas has always placed importance on developing and offering new convenient technologies to its customers. In 2025, the bank launched its mobile branch to support both technology advancement and access across North and West Texas.

The mobile branch is designed to deliver a full-service banking experience wherever customers may be. The branch will attend sporting events, festivals, school events and underbanked, rural areas where access may be an issue. Additionally, the mobile branch is designed for use in emergency or natural disaster situations where customers may need life-saving access to their accounts.

"We've always worked to meet our customers where they are," said Chairman of the Board Zan Prince. "This mobile branch is the next step in that mission –taking our services out to the neighborhoods. From a grandmother in a senior community to her grandchild on the football field, we're showing up for every generation and bringing access to full-service banking with the support and real relationships that only First Bank Texas can offer."

Beyond banking, the mobile branch marks a commitment to ongoing community financial education. First Bank Texas plans to offer the mobile branch at school events, college prep events and young community festivals, introducing younger customers to key financial literacy lessons and showing them how a bank like First Bank Texas can help support their family's goals — from savings plans to small business loans.

### Mobile Branch Marketing + Branding

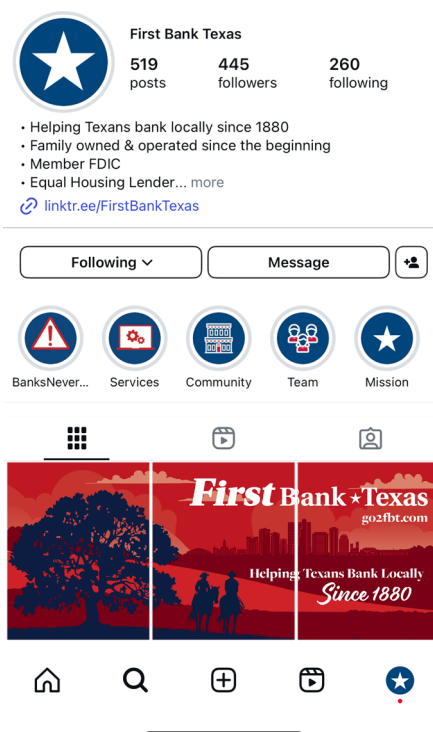
The mobile branch wrap and branding were painstakingly developed to showcase a visual of both historical roots and modern technology. Borrowing subtle visuals from the "That's My Bank!" campaign, the wrap features vibrant colors with the symbol of two cowboys in front of the Fort Worth skyline. The irony in this visual design is that with the mobile branch, no longer is access an issue. While customers used to have to drive (or ride in the early 1900s) to their local branch, the mobile branch solves the access issue for our more rural communities while offering convenience to those within the city limits.

### The Process

The initial concepts of the mobile branch explored a variety of modern visuals; however, as iterations progressed, the team at First Bank Texas wanted to focus on a local Texas history and modern blend visual which you see in the final product.

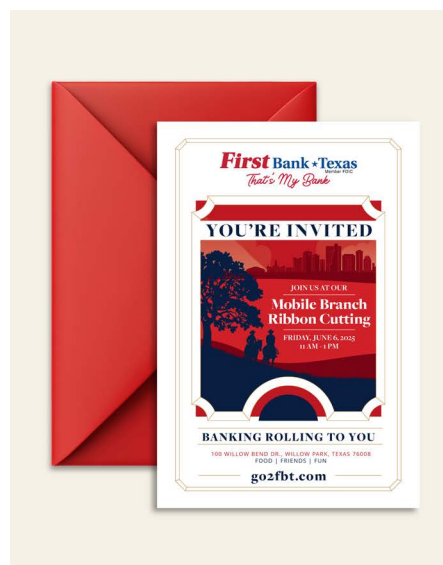
### The Final

The mobile branch was delivered to the bank's Willow Park location and a formal announcement was made in May. Plans for a ribbon cutting on June 6 are underway.



### The Future

As the mobile branch gains recognition, the bank's hope is it will be a highly requested feature at local community events. Not only offering access and convenience but also serving the community from child age to senior citizen – because First Bank Texas is committed to meeting customers where they are.



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**100 Willow Bend Dr., Willow Park, Texas 76008**

