

IBAT 2025 Submission: Marketing Category
Campaign Title: Fueling Growth, Backing Dreams
Submitted by: Veritex Community Bank

Overview

Small Business Corner was developed with a clear purpose: to spotlight the success stories of Veritex Community Bank clients, highlight their experiences with our bank, and promote their businesses to a broader audience. Through compelling video storytelling and strategic media partnerships, this initiative became a powerful platform for community engagement, brand building, and small business advocacy.

Objective

The primary goal of the campaign was to authentically showcase the voices of our small business clients—illustrating how Veritex Bank supports their growth—and to amplify those voices through professional marketing tools and regional TV exposure. In doing so, we aimed to increase brand credibility, foster deeper community trust, and provide real value to the clients we serve.

Strategy & Execution

To bring this initiative to life, we took a grassroots approach, asking our bankers in our DFW and Houston markets to identify customers with meaningful and authentic stories to share. Filming occurred on-site at each business location, allowing us to capture unscripted, genuine conversations about their entrepreneurial journeys and relationships with Veritex Bank.

These raw, unfiltered narratives were then transformed into professionally produced video segments—offered to clients at no cost. We partnered with major local television stations, WFAA in Dallas and KHOU in Houston, to feature these segments during their morning shows, *Good Morning Texas* and *Great Day Houston*, respectively. The combination of heartfelt storytelling and strategic placement ensured maximum visibility and emotional resonance.

Results & Impact

Small Business Corner delivered measurable success on multiple fronts:

- **Increased Reach:** Through airing on regional morning shows and sharing across digital channels, each client received substantial exposure to new audiences across Texas.
- **Marketing Empowerment:** Businesses were provided with high-quality video content they could use in their own marketing, helping extend the impact far beyond the initial broadcast.
- **Brand Trust:** Veritex Bank strengthened its reputation for truth, transparency, and integrity—values that align with our core identity as the "Truth in Texas Banking."

- **Community Connection:** The initiative reinforced our deep-rooted commitment to small business success and personalized service, while positioning Veritex Bank as a true partner to entrepreneurs.

Conclusion

Small Business Corner represents a strategic fusion of community storytelling and impactful marketing. It elevated the voices of our clients, empowered them with professional tools, and reinforced Veritex Bank's identity as a relationship-first institution. More than just a campaign, it was a demonstration of how authentic stories—when shared with purpose—can build trust, grow business, and create lasting impact across communities.