

125 | 1
Years

Putting Customers First Since 1901

BEST IN *COMMUNITY* BANKING

2026



Independent
Bankers
Association
of Texas

1 FIRST
NATIONAL
BANK TEXAS

BEST IN COMMUNITY BANKING 2026



GOAL

First National Bank Texas (FNBT) celebrated 125 years of community and service at its headquarters in Killeen, Texas, on May 8, 2026. In the months prior to the event, the FNBT Marketing Department was honored with the opportunity to develop a campaign commemorating the bank's commitment to serving its surrounding communities. The 125 Years of Service Campaign was designed to celebrate decades of success while strengthening brand recognition, fortifying employee connection, increasing customer engagement, and increasing community visibility through an integrated anniversary celebration across our four-state footprint.



IBAT BEST IN COMMUNITY BANKING AWARD – MARKETING

First National Bank Texas
125 Years of Service

BANK INVOLVEMENT

The FNBT Marketing Department met with executives, the retail team, and various support departments to develop and execute strategic branding for the event. This included promotional initiatives across digital, print, social, and in-branch channels, delivering a united experience through thoughtfully coordinated keepsakes, digital communications, and both internal and customer-facing event materials.

BEST IN COMMUNITY BANKING 2026



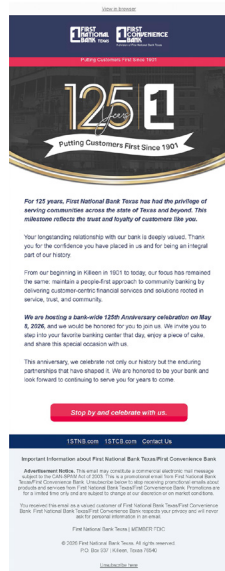
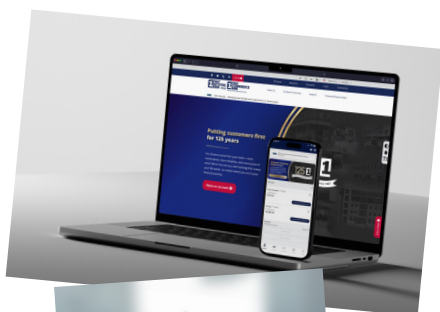
Key elements included:

- **Employee packages:** Branded bags, pens, t-shirts, enamel pins, and commemorative coins.
- **Internal and external digital touchpoints:** Email, social media, app banners, a website homepage redesign, digital display videos for all branches, a prominent exterior digital display at headquarters, and employee engagement via Viva Engage. This internal social platform enabled teams across all locations to celebrate and share the milestone together.
- **In-branch customer celebration elements:** Coordinated décor, balloons, and refreshments that extended the anniversary experience directly to customers.



The event featured distinguished guests from across our communities and was supported by printed programs, a large-scale anniversary backdrop, ribbon cutting, and a legacy recognition luncheon honoring community and organizational leaders whose contributions helped shape FNBT's history. A live-broadcast anniversary ceremony from FNBT Headquarters connected more than 3,400 employees across 350 branches in the great State of Texas, as well as Arizona, Arkansas, and New Mexico.

During his speech, First National Bank Texas President & CEO, Bobby Hoxworth, recognized the bank's remarkable growth and reflected on the community-first commitment that guided it. "From our humble beginnings in Will Rancier's hardware store, just 19 years after the city of Killeen was established, our bank has grown to now over \$4.7 billion in assets. As a nationally chartered bank throughout our entire history, we are, by asset size, in the top 7% in the United States, and among the oldest 12% of all national bank



BEST IN COMMUNITY BANKING 2026



charters still operating today. Yet throughout our rich history and our growth, our focus and commitment remain the same: providing customers with great banking solutions and world-class service in a convenient, friendly atmosphere,” noted Hoxworth.

The ceremony culminated in the presentation of a \$125,000 check to First Community Foundation—a community investment focused on financial wellness, economic growth, and neighborhood revitalization—reflecting a continued investment in the future.

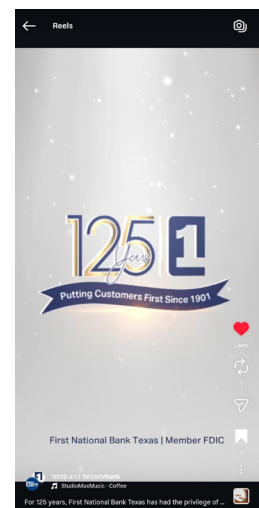


OUTCOMES

This milestone was powerfully amplified through strategic digital connection, delivering measurable engagement across multiple digital channels.

By the Numbers:

- **Facebook:** 4 stories, 1 post, 1 reel | 4,644 views | 129 interactions
- **Instagram:** 4 stories, 1 post, 1 reel | 1,074 views | 50 interactions
- **LinkedIn:** 1 post | 1,226 views | 150 interactions
- **Mobile Banners:** 743,414 impressions
- **Email:** 6,559 sends | 19.49% open rate
- **Viva Engage (Internal Employee Platform):** 153 posts | 23,178 views | 762 interactions



BEST IN COMMUNITY BANKING 2026



Together, these coordinated digital touchpoints amplified visibility and increased meaningful connection. Through thoughtful planning, the 125 Years of Service Campaign achieved all internal and external goals. The event engaged everyone from FNBT employees and customers to local and state leaders while significantly driving brand equity. Cross-functional collaboration ensured consistency across every touchpoint, reinforcing the organization's shared history and community impact. Ultimately, FNBT transformed its 125th anniversary into a highly successful, high-impact engagement campaign.

[125 Years of Service
Video Link](#)



