



150 Years of Empowering Possible: Celebrating a Legacy of Community Banking While Building for the Future

Program Objective and Need

In 2025, American National Bank of Texas reached a milestone achieved by very few financial institutions: 150 years of continuous service to North Texas.

Founded in Terrell in 1875, ANBTX has grown alongside the communities it serves, evolving from a small-town bank into one of the oldest, largest and last remaining independently owned community banks in Texas. Throughout those 150 years, the bank has helped generations of North Texans empower their own possibilities by helping them purchase homes, start businesses, save for college or other life events, weather economic challenges and invest in their futures.

Yet while the anniversary presented an opportunity to celebrate the bank's remarkable history, it also represented a strategic opportunity to tell a larger story.

In an era defined by industry consolidation, digital disruption and increasingly impersonal banking experiences, ANBTX sought to remind customers and communities that local, relationship-driven banking remains both relevant and essential. The objective of the campaign was not simply to commemorate a milestone, but to leverage that milestone to strengthen brand awareness, deepen community engagement, reinforce employee pride, generate business growth and showcase the enduring value of community banking.

The resulting campaign, “Empowering Possible Since 1875,” was developed and led by ANBTX's marketing and leadership teams in partnership with trusted agency partners, with all messaging, branding, community engagement initiatives and strategic direction driven by the bank. It celebrated not only ANBTX's history, but also the generations of customers, employees, businesses and communities that have shaped the bank's legacy and continue to define its future.

Execution: Innovation and Creativity

Rather than treating its 150th anniversary as a single event or advertising initiative, ANBTX developed a comprehensive, year-long integrated marketing campaign that united advertising, public relations, experiential marketing, employee engagement and community outreach under a single strategic platform.



The campaign centered on a custom 150th anniversary identity that blended the bank's historic legacy with its modern “Empowering Possible” brand platform. Anniversary logos, commemorative creative assets, custom illustrations, event branding, digital advertisements, employee merchandise and experiential activations created a consistent visual and messaging framework that connected every aspect of the campaign.

Importantly, the campaign focused less on the bank itself and more on the communities it serves. Messaging highlighted entrepreneurship, family legacies, community investment and local decision-making, reinforcing the idea that ANBTX's 150-year history is ultimately a story about the people and places that helped build North Texas.

One of the campaign's most distinctive elements was the creation of a fully branded mobile activation unit that allowed ANBTX to bring its anniversary celebration directly into communities across its footprint. Featuring interactive games, family activities, commemorative giveaways, photo opportunities and immersive branding, the activation unit transformed traditional event sponsorships into memorable, relationship-building experiences.

Execution: Advertising and Brand Awareness

ANBTX executed the campaign throughout 2025 through a coordinated effort spanning advertising, community engagement and public relations.

The campaign included a comprehensive paid media strategy utilizing connected digital, television, Meta social media advertising and out-of-home advertising (i.e., billboards) and anniversary-focused landing pages and creative assets. Collectively, these efforts generated almost 45 million impressions, including more than four million video views and more than 10,000 clicks to campaign landing pages. Furthermore, the campaign's outdoor advertising strategy placed anniversary messaging throughout key North Texas markets, including Dallas, Fort Worth, Plano, Rockwall, Rowlett, Mesquite and Forney, generating nearly 28 million impressions and ensuring broad visibility throughout ANBTX's service area.

Execution: Community Engagement and Experiential Marketing

The heart of the campaign was a series of community celebrations designed to meet customers and community members where they live, work and gather.

ANBTX hosted four signature anniversary events throughout North Texas— MayFest in Fort Worth, Movies in the Park at Klyde Warren Park in Dallas, Plano Balloon Festival in Plano and the Terrell Main Street/Homegrown Celebration in ANBTX's hometown of Terrell.



These events provided opportunities for meaningful interaction with customers, families and community members through branded activations, games, giveaways, children's activities and educational experiences, generating more than 19,000 direct interactions with attendees. The Terrell celebration held particular significance, as it honored the community where ANBTX was founded 150 years earlier and highlighted the bank's enduring connection to its hometown roots.

Complementing these signature events and recognizing that its employees are among its most important ambassadors, ANBTX also hosted 28 Banking Center Appreciation Days across North Texas, bringing anniversary celebrations directly to local communities and strengthening customer relationships throughout its footprint.

To formally conclude this once-in-a-lifetime event, ANBTX held an anniversary party with employees and their families to celebrate the bank's rich history as well as its bright future ahead. The event provided an opportunity to commemorate a century and a half of serving the people and businesses of North Texas while recognizing the contributions of the bank's employees.

Execution: Public Relations and Thought Leadership

ANBTX amplified the campaign through a strategic public relations and thought leadership effort designed to share the bank's story with consumer, business and industry audiences.

Throughout the anniversary year, ANBTX secured a series of high-profile earned and sponsored media placements that highlighted the bank's legacy, growth and continued commitment to independent community banking, reinforcing the campaign's central message that ANBTX's 150-year legacy is not simply something to celebrate, but something the bank continues to build every day.

[Include PDFs and/or screenshots of D Magazine's "Faces of Independent Banking" features, Banker's Digest coverage of Heath Banking Center, recent Fort Worth, Inc. feature on ANBTX's 150-year history and future growth].

Results and Impact

ANBTX's 150th anniversary marketing campaign successfully transformed a historic milestone into a powerful platform for awareness, engagement and growth. Not only did the campaign generate millions of impressions and views and engage thousands of community members online and through dedicated signature events, but it also produced measurable business outcomes directly attributed to campaign activity. Online account openings increased by 158%, online deposit openings increased by 77%, and



social media engagement grew by 262%, demonstrating the campaign's ability to translate awareness into meaningful customer action.

Beyond the metrics, the campaign strengthened relationships with customers, communities and employees throughout ANBTX's footprint. Through community celebrations, strategic media placements, employee engagement initiatives and investments in future growth, ANBTX reinforced the values that have defined the organization since 1875: local leadership, personal relationships and community stewardship. The campaign's four signature events, 28 Banking Center Appreciation Days and year-long storytelling effort created thousands of meaningful touchpoints that connected North Texans to the bank's legacy and mission.

Most importantly, the campaign demonstrated that after 150 years, community banking remains as relevant and impactful as ever. By celebrating its history while investing in its future, ANBTX used its 150th anniversary not simply to look back, but to reaffirm its commitment to serving North Texas for generations to come. The result was more than a successful marketing campaign — it was a powerful demonstration of why community banking continues to matter and why ANBTX remains uniquely positioned to carry that legacy forward.