



Centennial Celebration: Program Overview

In 2025, Citizens State Bank proudly celebrated its 100 Year Anniversary, marking a century of community banking, relationship-building, and service across the communities we call home. The centennial celebration was designed not only to honor the bank's rich history and legacy, but also to reinforce our continued commitment to the customers, employees, and communities that have shaped our success over the last 100 years. The overall purpose of the anniversary campaign was to celebrate the people and stories behind Citizens State Bank while creating meaningful opportunities for community engagement, brand awareness, employee pride, and customer appreciation. Our goal was to blend heritage and tradition with modern storytelling and marketing efforts that reflected who we are today as a growing, community-focused financial institution.

To support the celebration, Citizens State Bank established a dedicated 100 Year Anniversary brand identity that was carried consistently across all marketing channels and customer touchpoints throughout the year. This included a custom anniversary logo, branded collateral, email signatures, promotional materials, social media graphics, event signage, apparel, and advertising campaigns. The anniversary branding served as the foundation for a year-long integrated marketing effort that connected every initiative under one unified message. A dedicated 100 Year Anniversary website (csbtx100.com) was created to serve as the central hub for anniversary content, customer engagement, historical storytelling, and event information. The page highlighted the bank's history, shared milestones from the past century, featured anniversary videos and promotions, and allowed customers and community members to follow the celebration throughout the year.

One of the cornerstone projects of the campaign was the production of a professionally developed heritage video featuring multiple generations of the Flencher family, whose leadership has helped shape the bank's history and continued growth. The video highlighted Citizens State Bank's origins, values, commitment to community banking, and vision for the future. Through personal storytelling and historical reflection, the video captured the legacy of the organization while reinforcing the importance of relationships and trust that have defined the bank for 100 years.

To further celebrate the bank's history and local communities, Citizens State Bank developed a commemorative Heritage Calendar that showcased historical photos, milestones, branch locations, and stories from throughout the bank's history. The calendar served as both a keepsake and storytelling piece that connected customers and employees to the institution's roots while celebrating the communities we serve.

Throughout the year, each branch location hosted customer appreciation events as part of the centennial celebration. Leading up to each event, customized branch highlight videos were produced and shared across social media and digital channels. These videos spotlighted the employees, customers, and unique personality of each branch while helping drive excitement and engagement within the local community. In addition to branch-level celebrations, Citizens State Bank hosted a large-scale community Block Party in Somerville on the anniversary of the bank's inception that brought together customers, employees, families, and community members for an afternoon of live music, food, entertainment, and celebration. The event served as a community-centered expression of gratitude for the support the bank has received over the last century and reflected the strong relationships Citizens State Bank has built throughout the region.

Additional anniversary efforts included social media campaigns, historical storytelling content, employee engagement initiatives, customer appreciation promotions, commemorative signage and displays, branded merchandise, and ongoing community-focused messaging throughout the year. The campaign was intentionally designed to celebrate both the bank's history and its future while reinforcing Citizens State Bank's role as a trusted community partner for generations.

The 100 Year Anniversary celebration successfully elevated brand awareness, strengthened customer and community relationships, increased employee pride and engagement, and reinforced Citizens State Bank's identity as a longstanding, relationship-driven community bank. More importantly, the campaign honored the legacy of those who built the organization while celebrating the people and communities that continue to shape its future.

Objectives



Increase Brand Awareness

Through strategic marketing initiatives, we aim to reach a broader audience, showcasing our legacy and reinforcing our position as a trusted financial institution. By utilizing a mix of digital and traditional marketing channels, we ensure that both current and potential customers recognize our brand and understand our commitment to excellence.



Highlight the Bank's History

Through storytelling and various marketing materials, we will share our history, celebrating significant moments that have shaped the bank and its community. By emphasizing our legacy of trust, customer service, and community involvement, we will not only honor our past but also inspire confidence in our future direction.



Engage With Community & Stakeholders

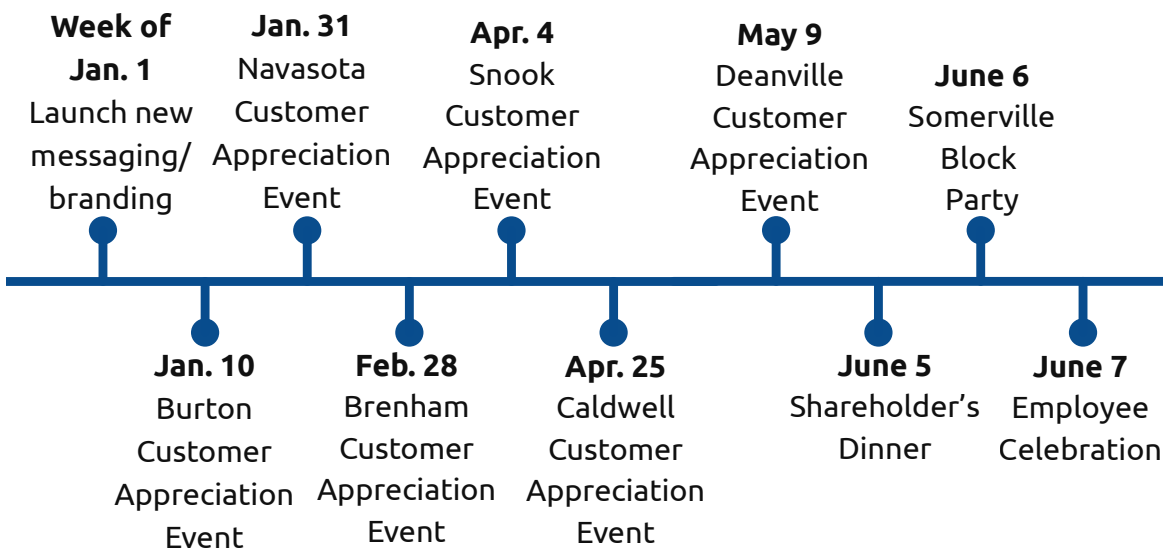
By highlighting key milestones, success stories, and our commitment to the community, we aim to instill trust and confidence with existing and new customers alike through authentic communication. This narrative will not only resonate with long-standing clients but also engage potential customers who are looking for a reliable financial partner.



Strengthen Customer Loyalty

By hosting community events, collaborating with local organizations, and engaging with stakeholders to highlight our commitment to social responsibility, we will enhance our reputation and demonstrate our dedication to making a positive impact.

Key Milestones



THE NUMBER 100

Represents our 100 year milestone and a century of serving our communities with trust and dedication.

OVERLAPPING CIRCLES

Symbolize our past and future coming together—honoring our heritage while continuing to grow and serve for generations to come.



TEXAS & SOMERVILLE

A nod to our current logo, the Texas outline creates continuity with our brand and reflects our deep roots in the state.

CITIZENS STATE BANK

Our name is bold and centered, reinforcing our legacy, stability, and unwavering commitment to our customers.

CITIZENS STATE BANK

A Century of Service · A Future of Promise

TAGLINE: "A CENTURY OF SERVICE · A FUTURE OF PROMISE"

Honors our history of service while looking ahead with optimism and purpose as we continue building a stronger future together.

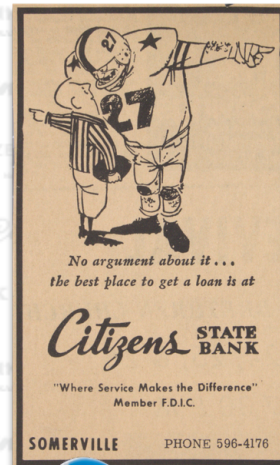


A UNIFIED CELEBRATION OF WHO WE ARE AND WHERE WE'RE GOING.

This logo embodies our heritage, our community, and our commitment to the future. It represents 100 years of integrity, local pride, and the promise we make to our customers every day.

CELEBRATING

100 years
of  **Citizens**
State Bank





Save the Dates for each Customer Appreciation Event



Custom 3D handout given to shareholders at the anniversary shareholder's dinner



2025 Heritage Calendar that highlighted the bank's history from 1925 to present day



Handout about the bank's history given at each customer appreciation event





Centennial Heritage Video



[Somerville Branch Video](#)



[Deanville Branch Video](#)



[Caldwell Branch Video](#)



[Snook Branch Video](#)



[Brenham Branch Video](#)



[Navasota Branch Video](#)



[Burton Branch Video](#)

Campaign Promotion Strategy



Traditional Media

- Promoted anniversary events and celebrations through local newspapers and regional radio advertising across our markets.
- Ran :30 and :60 television spots featuring the bank's heritage video leading up to the June centennial celebration.
- Utilized an outdoor billboard on Highway 36 entering Somerville to promote the community Block Party celebration and increase regional awareness.



Digital & Social Media

- Leveraged Facebook, Instagram, YouTube, website content, and paid digital advertising to promote anniversary events, branch celebrations, and historical storytelling throughout the year.
- Shared branch highlight videos, customer appreciation promotions, and heritage-focused content to drive engagement and community participation.
- Maintained consistent anniversary messaging across paid digital campaigns using taglines such as "Serving Our Customers for 100 Years" and "Texans Have Trusted Us for 100 Years."

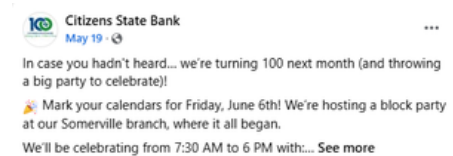


Branding & Creative

- Developed and implemented a dedicated 100 Year Anniversary brand identity used across all campaign materials and customer touchpoints.
- Consistently paired the Citizens State Bank primary logo with the 100 Year Anniversary logo lockup to reinforce brand recognition and campaign consistency.
- Applied cohesive branding across signage, advertising, event materials, social graphics, videos, promotional items, and customer communications throughout the campaign.



csbtx100.com



Boost

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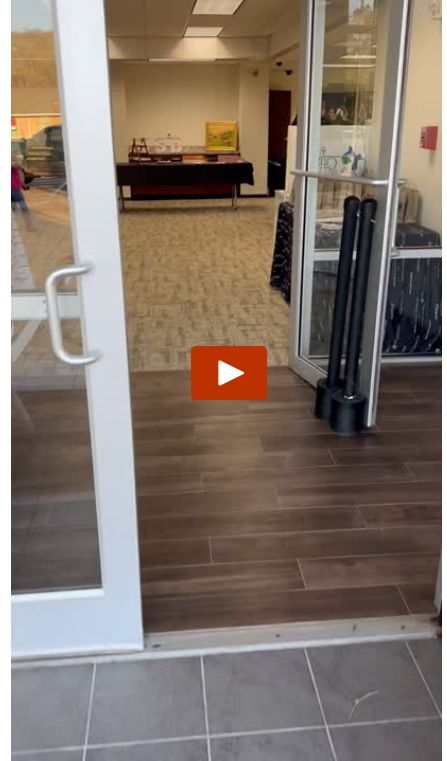
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[Burton Branch Event | January 10th](#)



[Navasota Branch Event | January 31st](#)



[Brenham Branch Event | February 28th](#)



[Snook Branch Event | April 4th](#)



[Caldwell Branch Event | April 25th](#)



[Deanville Branch Event | May 9th](#)



Somerville Block Party



Notable Metrics

11K+

Website Visits
to csbtx100.com

340K+

Social Media
Impressions

550+

Video Views
on YouTube

2,700+

Customers
Served

Date Range: 1/1/25 - 6/6/25

(Metrics specifically pertain to 100 year anniversary content)

Event Engagement

Branch	Customers Served*	NA Opened**
Burton	200+	2
Navasota	350+	5
Brenham	500+	11
Snook	300+	1
Caldwell	300+	2
Deanville	250+	1
Somerville	800+	2

Summary

Rather than establishing aggressive performance KPIs, the focus of the campaign centered on community engagement, customer appreciation, storytelling, and honoring the relationships that have defined our organization for 100 years. The campaign successfully generated strong engagement across digital, social, and in-person channels while reinforcing brand awareness and community connection throughout our markets. Anniversary events across all branch locations created meaningful opportunities to connect with customers face-to-face, celebrate local communities, and showcase the bank's heritage and continued commitment to service. The metrics highlighted represent the organic impact and by-product of a year-long celebration rooted in authenticity, community pride, and relationship banking. Most importantly, the campaign strengthened customer relationships, increased employee pride, and reinforced Citizens State Bank's position as a trusted community bank.

*Numbers are based on amount of food purchased vs. what was left at the end of each event

**Though not a metric we were tracking as a KPI, we still wanted to gauge the # of new accounts that were opened as a result of the increased foot traffic into the branch on event days

