



**DAN ODOM**  
President & CEO

**BAILEY MAUPIN**  
Former Lady Raider

## Campaign Overview

### Marketing Category

Western Bank's collaboration with NIL athlete Bailey Maupin was a powerful celebration of shared hometown roots, community values, and the impact of local relationships. The 2½-minute video featured Maupin alongside Western Bank President and CEO Dan Odom, highlighting the parallels in their West Texas upbringings and the values that have shaped their success.

More than a traditional NIL partnership, the project was designed to tell two authentic stories, rather than promote a product, demonstrating Western Bank's commitment to supporting both its communities and student-athletes. Narrated by Chief Lending Officer Chris Coke, the video reinforced the bank's identity as a locally owned, community-focused institution dedicated to investing in people.

To maximize reach, Western Bank launched a strategic marketing campaign across Facebook, Instagram, and other digital channels, generating record-breaking engagement and audience interaction including an **estimated reach of 70.8 million people. The campaign's impact extended beyond social media, earning coverage in more than 10 news articles, including recognition by USA Today.**

The overwhelming response from customers, employees, and community members demonstrated the power of authentic storytelling and reinforced Western Bank's mission of building meaningful connections throughout the communities it serves.



"This partnership is personal," said Odom. "When you come from a small town, you understand the importance of people showing up for you. Supporting Bailey is about supporting someone who represents where we're from and what we value."



**Bank Better. Bank Local. Bank Western.**



# Western Bank



# ***Our Goals:***

## ***The Vision That Guided Us***



- ✓ Showcase the authentic connection between Western Bank and NIL athlete Bailey Maupin, highlighting shared West Texas roots, values, and community pride.
- ✓ Tell meaningful, people-centered stories that emphasize character, relationships, and local impact rather than promoting products or services.
- ✓ Reinforce Western Bank's identity as a locally owned, community-focused institution committed to investing in people and strengthening the communities it serves.
- ✓ Leverage authentic storytelling across digital and social media channels to drive engagement, expand audience reach, and deepen community connections.
- ✓ Celebrate and support student-athletes while demonstrating the positive impact of local partnerships and hometown relationships.
- ✓ Generate awareness and positive brand recognition through compelling content that resonates with customers, employees, and community members alike.

# See the Success: Results & Visuals

Western Bank's partnership with Bailey Maupin resonated with customers, employees, and communities across West Texas. By focusing on shared hometown values, authentic storytelling, and meaningful connections, the campaign generated record-breaking engagement, widespread media coverage, and reinforced Western Bank's commitment to investing in the people and places it serves.

We landed in a number of local outlets like the Amarillo Globe News and the Lubbock Avalanche Journal, as well as some national publications. We were thrilled to see USA Today picked up the story. Our PR efforts generated placement in **13 publications, with 15 total mentions, and an estimated reach of 70.8 million people.**

## SOCIAL MEDIA PERFORMANCE



Record breaking numbers for the total amount  
of views and content interactions across our  
social media platforms



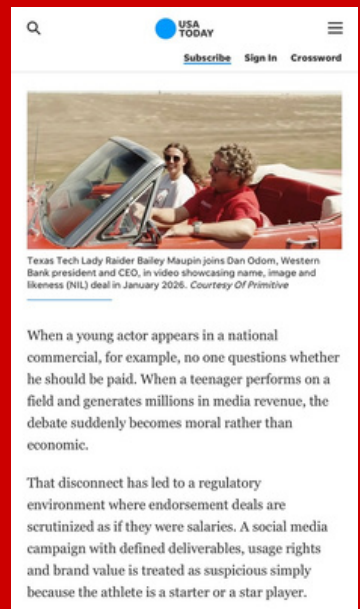
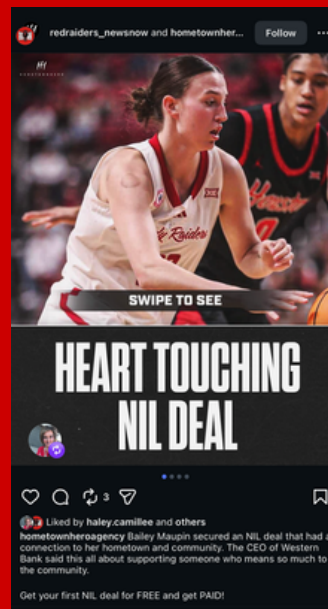
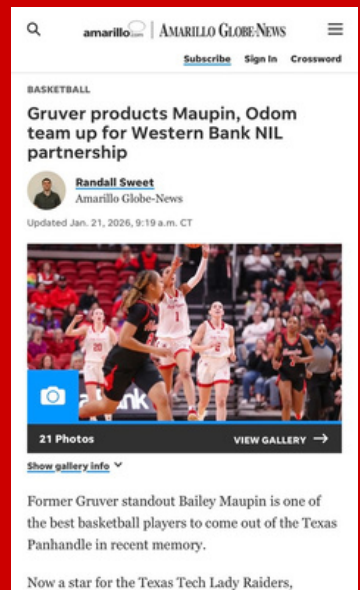
COMBINED TOTAL VIEWS

3.8M



COMBINED CONTENT  
INTERACTIONS

31K



# See the Success:

## NIL Panel - SXSW Austin

Following the recognition generated by the video, Dan Odom was invited to speak on the “Unlocking NIL: Any Brand Can Play” panel at SXSW in Austin. Hosted by Primitive, the panel brought together leaders from Texas Christian University, Texas Tech Athletics, and Dairy MAX to discuss the evolving NIL landscape. Dan shared insights on how community-focused brands can create authentic, impactful NIL partnerships by connecting with athletes whose local roots, values, and future aspirations align with the communities they represent.



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