

Example: Commercial Bank & Trust

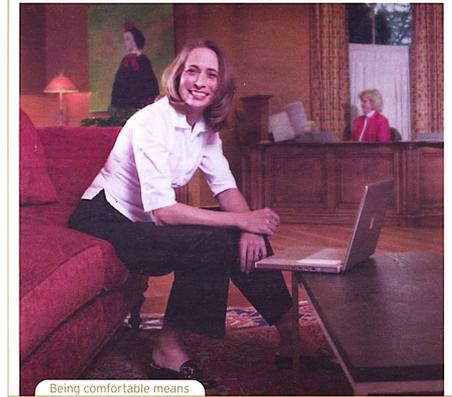
Positioning statement

You don't have to be a millionaire to bank with us.
But you will be treated like one.

From highly customized products, to a distinctly relaxed environment, to exceptional personable employees, Commercial Bank promises a banking experience that will make you extraordinarily comfortable.

1 Proprietary and confidential. Please use discretion.

Save \$500 on mortgage closing costs.
(Now that should make you comfortable.)



Being comfortable means

A living room instead of a lobby.

Lobbies that feel like living rooms. Employees that welcome you by your first name. Products that are tailored to fit. This is not your ordinary bank; this is Commercial Bank. Because money isn't the only thing you've earned.



{Established 1877}

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