

Over the past 100 years SouthStar Bank has built a tradition of serving its local community. Ahead of the bank's 100th anniversary, SouthStar Bank developed a marketing strategy to honor the milestone. The strategy included a book drive, a youth promotion, community events, digital communications, and special 100-year branding.

Leading up the centennial, SouthStar Bank hosted a bank-wide book drive. Each branch partnered with local elementary schools with the goal of donating 100 books for 100 years at each school. Met with overwhelming support from the community, total donations exceeded 8,200 books. With the goal to continue serving the next generation, the bank also ran a promotional offer of \$100 scholarship bonuses to each new youth savings account opened.

Anniversary celebrations kicked off in Brazoria with the goal to get the community involved. From there, the celebration traveled to all of the SouthStar Bank locations and culminated with a celebration at the corporate headquarters on October 21. True to its *Texas Style* motto, the Bank welcomed the community for complimentary BBQ accompanied by live entertainment.

Digital communications included a variety of social media content and blog posts spanning multiple months. Overall, the events were a success and well received amongst our communities.