



KingFishMedia



Case Study BBVA Compass Bank

2006-2010



King Fish Media Case Study BBVA COMPASS BANK

A financial institution positions itself globally and locally with a variety of print and digital media.

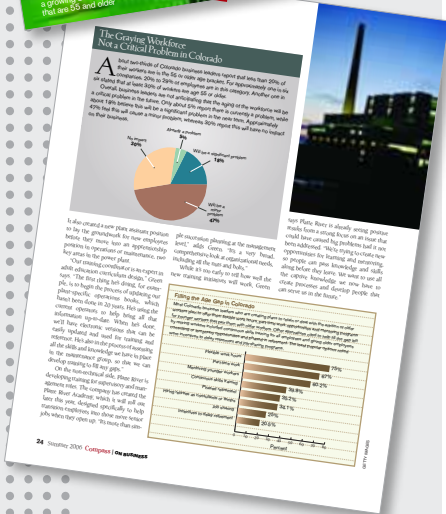
Objective

BBVA Compass is a commercial bank that serves the Sunbelt region of the U.S. The bank was looking to position itself as a leading original source of global, national and, particularly, local economic and business information. In 2006, it partnered with King Fish Media to develop *Compass on Business*, a private media program to reach small-to-medium-sized business customers by way of original “thought leadership” content via print and online.

Execution

The target audience for *Compass on Business* is small-to-medium business executives who reside in the BBVA Compass “footprint”—Alabama, Arizona, Colorado, Florida, New Mexico and Texas. The magazine is delivered quarterly to 15,000 current business customers, with another 15,000 copies used by bank representatives for sales prospecting.

A website was created to work hand-in-hand with the magazine to deliver on-demand information to key business banking customers. The site has shown steady traffic growth since its launch in 2006, and currently averages more than 12,000 unique visitors per month. King Fish editors



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A WEB SITE was created to work hand-in-hand with the magazine to deliver on-demand information to key business banking customers.



THE CURRENT WEB SITE WWW. BBVA COMPASS.COM WAS INITIALLY DESIGNED TO GO HAND-IN-HAND WITH COMPASS ON BUSINESS



KING FISH and BBVA Compass worked together to rebrand and relaunch *Blueprint* magazine. The editorial scope was expanded to include stories on retail banking and wealth management.



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continually enhance its features, including top financial content from Kiplinger, quick polls, podcasts and a blog to create a sense of community among readers.

In 2009, Compass was acquired by BBVA of Spain and was rebranded as BBVA Compass; *Compass on Business* was subsequently re-launched as *Blueprint*. King Fish and BBVA Compass worked together to rebrand and re-launch *Blueprint* magazine. The circulation was raised to 38,000 and the editorial scope was expanded to include stories on retail banking and wealth management.

In addition, BBVA Compass turned to King Fish to create several additional communication vehicles for bank employees. One is a 52-page quarterly magazine called *Adelante*; another is a 10-page digital magazine called *Together*, which welcomed newly acquired Guaranty Bank employees to BBVA Compass; a third is a 4-page biweekly magazine for customer-facing employees called *Everyday*.

Results

The Compass on Business program has been integrated across a number of marketing channels. The bank's corporate marketing department and relationship managers applauded the distinction among local banks of offering an original magazine to their clients.

The private media channel King Fish created for BBVA Compass enables the bank to talk directly to key customers as part of its customer retention and acquisition marketing strategy. The use of content marketing has helped BBVA Compass to create a stronger, trust-based bond with customers and prospects. Based on the success in 2009, the program will be expanded in 2010 with new internal and external magazines.

BBVA Compass chose to use original, compelling content to communicate with current customers through an integrated print/online program. Surprisingly few companies today are focusing on customer retention, which proves to be even more valuable during an economic downturn. For Compass, not only does this program serve to hold current customers longer; it also drives more revenue from the existing base of banking customers through smart, cross-product news and content. ●

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