Highlighting our commitment to helping our country move forward

Over the past several months, we have come together in vast, new ways to support our customers, our communities and each other in the face of the current health and humanitarian crisis. As we begin to see signs of progress and the start of recovery in some regions, we recognize there is much more work to do and we remain committed to doing our part to help the company, the country and the world move forward.

We are sharing the impact of your work — and discussing the important work ahead of us — with teammates in conversations on Flagscape, with elected officials and community leaders through our market president network, and with our clients through millions of calls, emails and other kinds of outreach.

This weekend, we will take a critical step forward, with new national and local advertising that shares our commitment to doing all we can — with hope and encouragement for the future.

Inspiring nationally

Beginning Saturday, May 16, we will run a new 60-second national television ad that shares our collective commitment to work together to rebuild for the future, backed by the strength and support of more than 200,000 teammates. It will debut across multiple networks adjacent to LeBron James’ primetime TV special “Graduate Together,” honoring the class of 2020, and will continue to run through mid-June in primetime programming on major networks, digital video, paid social media and music steaming outlets.

Acclaimed actress Viola Davis

The ad features the voice of Academy Award-, Emmy Award- and Tony Award-winning actress Viola Davis and an original adaptation of the song, “This Little Light of Mine.” With footage from across the country, the ad shows businesses and communities — in cities and small towns alike — beginning to light up again. It acknowledges our understanding that “how far we’ve come isn’t even close to how far we can go.”

“Our new television spot is part of our two-pronged marketing strategy to inspire nationally and reinvest locally,” said Chief Marketing Officer Meredith Verdone. “By inspiring a sense of hope and highlighting
our strong commitment in each of our 91 markets, we will demonstrate how we continue to be there every step of the way as we work toward a new tomorrow."

Reinvesting locally

Example of a local print ad that will begin running the week of May 18

In addition, we continue to share stories of inspiration and innovation supported by our $100 million philanthropic commitment and additional capital deployment in our local communities. A new series of local print, digital and radio ads with targeted messaging — highlighting our local market model and our market presidents — will begin running next week. The ads will emphasize all that we have done and will continue to do to support our customers, communities and each other.

Thank you for all you are doing.