



U.S. Bank Repositions Brand, Launches “The Power of Possible”

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*Breakthrough Integrated Marketing Campaign Unveiled in Denver and Cincinnati*

*Employees to Rally Communities in Nationwide Volunteer Relay*

MINNEAPOLIS--(BUSINESS WIRE)-- U.S. Bank (NYSE: USB), the fifth largest commercial bank in the United States, today unveils “*the Power of Possible*,” a new brand position, marking a modernized customer brand refresh stretching across the entire organization.

The positioning reaffirms the bank’s dedication to helping consumers and businesses achieve their financial goals and objectives. It will be brought to life through an integrated marketing campaign, kicking off in Denver and Cincinnati and an unprecedented volunteer relay tour in 25 cities across the country.

“From 19<sup>th</sup> century pioneers to 21<sup>st</sup> century entrepreneurs, U.S. Bank has always focused on helping customers achieve financial success and security,” said Richard Davis, chairman and chief executive officer of U.S. Bancorp. “Since the day we opened our doors, our employees have been passionately making possible happen for our customers, communities, and each other. Today we are formalizing it by introducing *the Power of Possible*.”

The campaign includes unique and evocative imagery, including 30- and 60-second television spots in Denver and Cincinnati that use a cinematic, storytelling approach to demonstrate U.S. Bank’s investment in its customers’ vision and possibilities – from starting a small business to building their dream home.

Elements of the brand campaign can be found at: [www.usbank.com](http://www.usbank.com) under the “About U.S. Bank” section.

### **“The Power of Possible” Brand Campaign**

Over the past year, U.S. Bank has conducted extensive market research to develop the new brand position that speaks directly to its customers and their values, bringing together the financial strength and stability of the bank’s business, its strong ethical framework, and its customer-centric philosophy.

“Our new positioning is a declaration of our purpose and putting our customers at the center of everything we do,” said Andy Cecere, president and chief operating officer of U.S. Bancorp. “It unifies how we communicate and meet the changing needs of our customers, deliver our products and services, and engage with our communities. It also demonstrates how we are working to help our customers build healthy, prosperous, and successful financial futures.”

The integrated advertising campaign includes television and radio advertising, out-of-home, print, digital, and social, with a consistent look, feel and message that will thread through every customer experience. Customers will also experience the new brand reflected at more than 3,000 U.S. Bank branches in 2016 in a variety of ways. The campaign is supplemented by various consumer activations in local markets and across social media that emphasize *the Power of Possible*.

### **Nationwide Community Possible Relay**

As part of this initiative, U.S. Bank has also redefined its corporate giving program to strengthen its collective impact under the new name *Community Possible*. *Community Possible* has three central themes: Work, Home and Play. Later this year, U.S. Bank will launch a first-of-its-kind volunteer relay and revitalization tour for the organization called the Community Possible Relay, complete with a mobile, moving “baton” stopping in cities across America. The program includes special teams of U.S. Bank employees and volunteers who will work together to make an impact on their community before passing a baton to the next team.

“*Community Possible* makes a big statement about the role banks play in building stronger and more vibrant communities,” said Kate Quinn, executive vice president, chief strategy and reputation officer of U.S. Bank. “The Community Possible Relay will provide us with a tangible opportunity to engage the communities where we do business and mobilize them to help us make a lasting impact in the areas of Work, Home and Play.”

### **About U.S. Bank**

Minneapolis-based U.S. Bancorp ("USB"), with \$422 billion in assets as of December 31, 2015, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The Company operates 3,133 banking offices in 25 states and 4,936 ATMs and provides a comprehensive line of banking, investment, mortgage, trust and payment services products to consumers, businesses and institutions. Visit U.S. Bancorp on the web at [www.usbank.com](http://www.usbank.com).

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