

# CASE STUDY: HOW SEVIER COUNTY BANK BRIDGED LEGACY AND VISION THROUGH MARKETING



Prepared by  
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# OVERVIEW

When Sevier County Bank reached out to Morris Creative Group in 2020, it had been a bustling community and business hub in East Tennessee since 1909. Local families had been banking there for generations, and several staff members had worked there for decades.

SCB wanted to modernize its brand while retaining these personal relationships. For three decades, Morris Creative Group had helped businesses in East Tennessee position themselves for the future through hard-hitting marketing, eye-catching branding, and diplomatic strategies, so our partnership was a great fit.

## BACKGROUND

In the heart of Sevier County stood a symbol of tradition and innovation: Sevier County Bank, the oldest business in the county. For over a century, the bank had played a pivotal role in the community's growth and development, serving as a catalyst for new ventures and advocating for fiscal responsibility.

Sevier County Bank (SCB) was founded on March 9, 1909, as a way to serve the people and businesses of East Tennessee. Within a year, SCB built its headquarters in Sevierville. Over time, it adapted to the growing tourism industry driven by attractions like the Great Smoky Mountains National Park. SCB's strong customer service and local values helped it thrive through challenges like the Great Depression, two world wars, and more recent financial crises. As tourism flourished in Sevier County, SCB remained a community-focused leader amidst competition from larger banks.

As times changed and the community evolved, Sevier County Bank strived to uphold its legacy while embracing a new vision for the future.



# THE OPPORTUNITY



In 2019, the community Sevier County Bank served was undergoing rapid changes—technological advancements, shifting demographics, and evolving customer expectations were redefining the landscape. SCB recognized that its long history could not be the sole driver of its future success. As marketers, the MCG team was tasked with preserving SCB's deep-rooted traditions while proactively embracing the opportunities presented by technological advancements.

Sevier County Bank saw the chance to reinvigorate its role as a catalyst for growth—not just for businesses, but for the whole community. By modernizing its brand promise, the bank could extend its influence beyond financial transactions and become a strategic partner in the success stories of the next century. Before MCG, SCB's brand was defined by an outdated visual language that didn't fully communicate their drive to connect with all generations and pilot themselves into the future. Bringing a forward-looking perspective to its brand ignited a sense of purpose and urgency among the bank's leadership to shape a new path that honored its past while embracing a dynamic future.

# THE CHALLENGE

To preserve its legacy, Sevier County Bank had to shed any semblance of complacency. It needed to recognize that success was no longer just a result of financial legacies. Rather, future scalability hinged on understanding and addressing the evolving needs of SCB's customer base. The challenge was to bridge the gap between traditional values and contemporary expectations, ensuring that the bank remained the trusted cornerstone of its community amidst change.





# WHY SEVIER COUNTY BANK CHOSE MORRIS CREATIVE GROUP



Recognizing the critical need to bridge its rich tradition with the demands of the modern era, Sevier County Bank made a strategic decision. In pursuit of its vision to adapt without compromising its legacy, the bank partnered with Morris Creative Group (MCG), a seasoned player in the East Tennessee marketing industry renowned for its expertise in developing innovative and impactful campaigns.

MCG's extensive portfolio stood out to Sevier County Bank. With a proven track record of crafting robust marketing programs and branding initiatives, MCG honed the art of capturing the essence of a brand and amplifying it through creative messaging. The bank recognized that partnering with a team well-versed in navigating the intricacies of modern marketing was instrumental in ensuring that its story and values would resonate with a contemporary audience.

## SERVICES UTILIZED IN THIS PROJECT



BRAND MESSAGING



PRINT & DIGITAL DESIGN



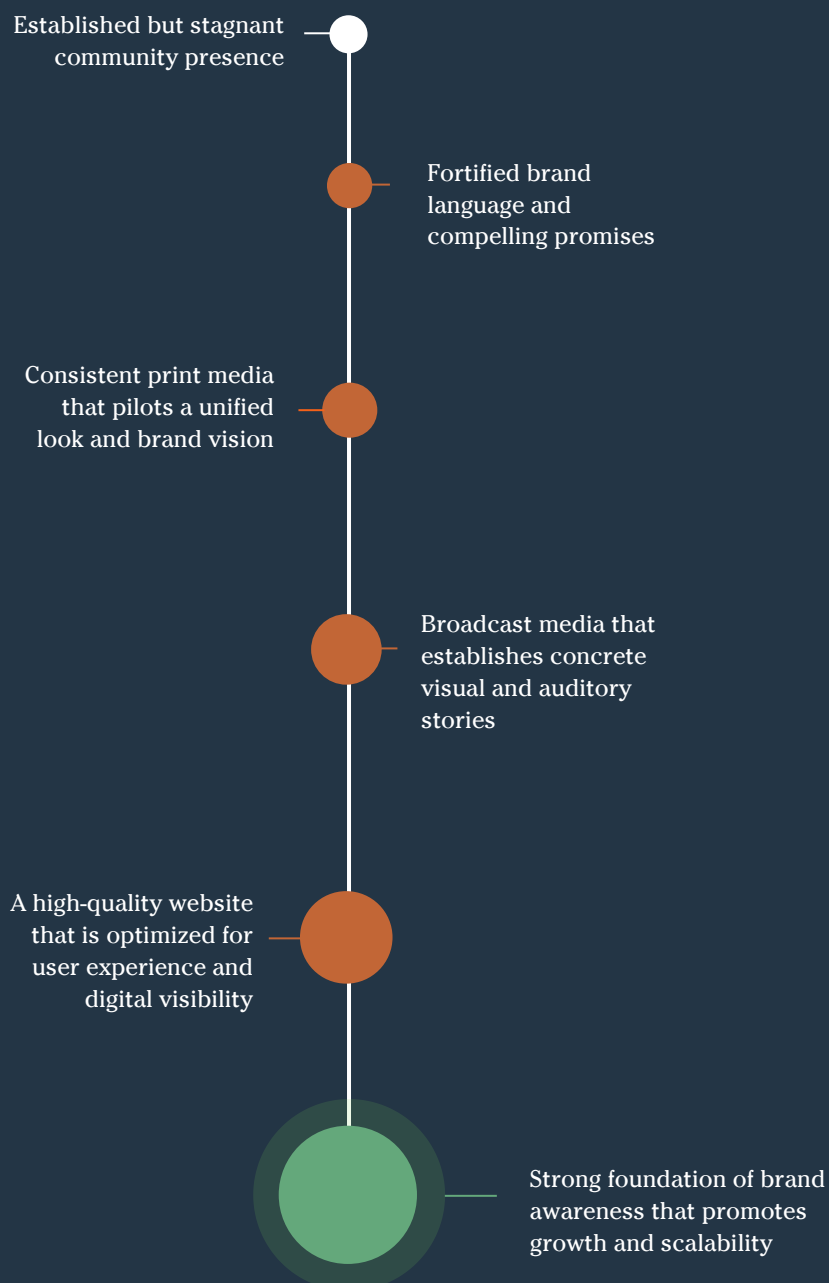
WEB DEVELOPMENT & SEO



MEDIA ADVERTISING

# HOW SEVIER COUNTY BANK USED MARKETING

Sevier County Bank's partnership with MCG extended far beyond a singular campaign. MCG's services—ranging from advertising campaigns to public relations, branded design collateral to website optimization—aligned perfectly with the bank's multifaceted needs. The bank's goal of increasing local and regional awareness demanded a holistic approach, and MCG's ability to cover a wide spectrum of marketing initiatives made them an ideal collaborator.



# BRAND MESSAGING



## A LANGUAGE REFRESH

MCG's proficiency in brand messaging and strategy creation served as the cornerstone of Sevier County Bank's transformation. With thorough research, interviews, and mood boards, MCG distilled Sevier County Bank's legacy and aspirations into a cohesive messaging campaign. MCG's messaging goal was to reinvigorate SCB's future:



SCB's brand messaging transformed from an emphasis on history to a reinvigoration of the future. MCG refocused the brand's promise on how they could position their clients for future success through the ease of mobile banking and a proactive financial partnership.

The bank's rich history remained a motif in the revitalized brand language, but it was used as a way to engage younger generations with a sense of stability, trust, and willingness to grow.



# PRINT & DIGITAL DESIGN



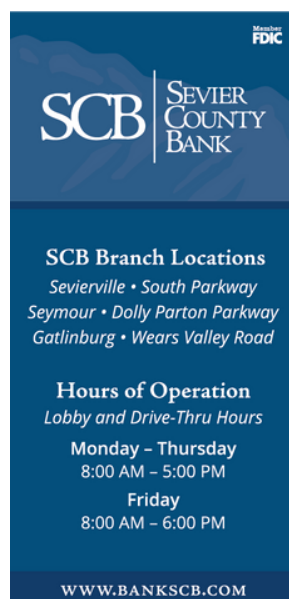
**SCB** | SEVIER COUNTY BANK

*Hats off to the  
Pigeon Forge Junior High  
and Pigeon Forge High School  
class of 2021.*

*We wish you well and look forward  
to being there when you need  
us on your journey ahead.*

WWW.BANKSCB.COM

Member  
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**SCB** | SEVIER COUNTY BANK

**SCB Branch Locations**  
Sevierville • South Parkway  
Seymour • Dolly Parton Parkway  
Gatlinburg • Wears Valley Road

**Hours of Operation**  
Lobby and Drive-Thru Hours  
Monday – Thursday  
8:00 AM – 5:00 PM  
Friday  
8:00 AM – 6:00 PM

WWW.BANKSCB.COM



**SCB** | SEVIER COUNTY BANK

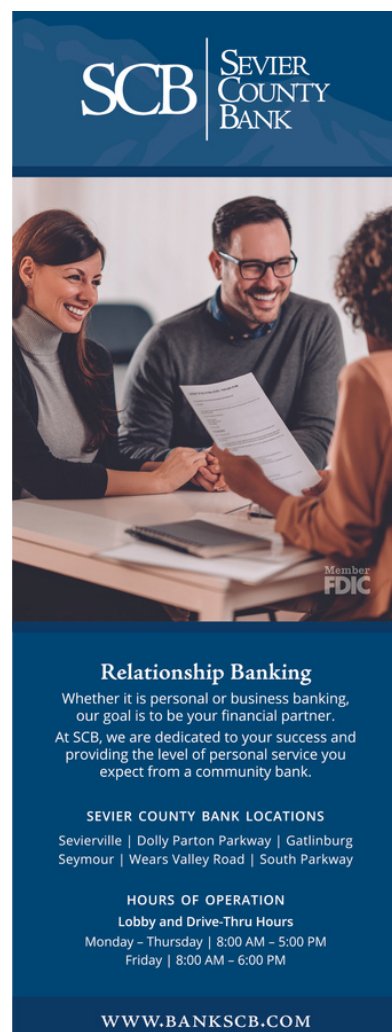
Now offering instant issue debit cards.

Receive your card immediately upon opening an account with Sevier County Bank or replace your existing card today. SCB is offering a one-time only free re-issue of debit cards in celebration of this new service.

Choose from four unique card designs. If you have multiple accounts with SCB, pick a design for each account to easily tell them apart. Once you've chosen your design(s), your card(s) will be issued immediately. It's that simple.

AVAILABLE AT ALL SEVIER COUNTY BANK BRANCH LOCATIONS.  
Sevierville | Dolly Parton Parkway | Gatlinburg | Seymour | Wears Valley Road | South Parkway

www.bankscb.com



**SCB** | SEVIER COUNTY BANK

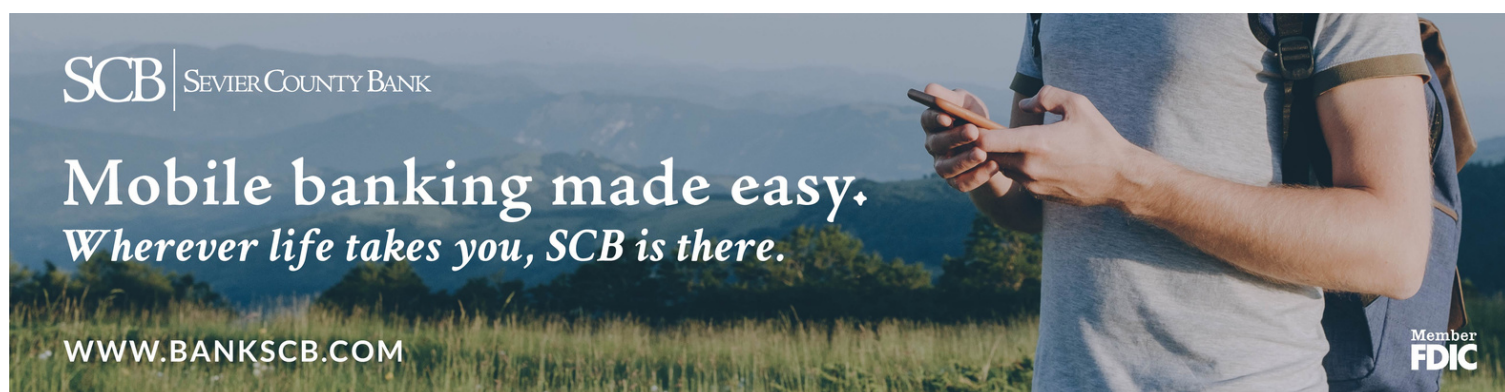
**Relationship Banking**  
Whether it is personal or business banking, our goal is to be your financial partner. At SCB, we are dedicated to your success and providing the level of personal service you expect from a community bank.

**SEVIER COUNTY BANK LOCATIONS**  
Sevierville | Dolly Parton Parkway | Gatlinburg  
Seymour | Wears Valley Road | South Parkway

**HOURS OF OPERATION**  
Lobby and Drive-Thru Hours  
Monday – Thursday | 8:00 AM – 5:00 PM  
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**SCB** | SEVIER COUNTY BANK

**Mobile banking made easy.**  
*Wherever life takes you, SCB is there.*

WWW.BANKSCB.COM

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MCG's design prowess translated into print and billboard advertisements that clearly conveyed the campaign narrative. These visual representations enhanced Sevier County Bank's presence, visually reinforcing its role as a bridge between tradition and modernity.

By juxtaposing the natural beauty of the Smoky Mountains with depictions of modern consumers' banking habits, the design allowed the SCB's essence to shine through, speaking volumes through artful imagery and succinct copywriting.



# BROADCAST MEDIA ADVERTISING

## TELEVISION

Using SCB's updated brand identity and messaging framework, MCG executed several successful broadcast media advertising campaigns. A television advertisement, conceptualized, directed, and edited by MCG called "The Story of Us," succinctly captured Sevier County Bank's essence in a 60-second spot. This powerful video brought to life the bank's message, appealing to both traditional patrons and new generations with its brand promise:



**"Through it all. The story of us. Together."**

## RADIO

Similarly, MCG lent a distinctive voice to Sevier County Bank's message by producing a radio ad that connected with the community on a personal level. These campaigns both increased local and regional awareness and showcased the bank's innovation.

### "SWITCHING BANKS MADE EASY"

"For over 100 years, Sevier County Bank has been proud to serve Sevierville. Whether you're looking to grow your business, enhance your life, or prepare for your future, SCB is dedicated to helping you succeed. With trustworthy, Sevier County locals, and a level of personal service you won't find elsewhere, why would you bank on anyone else? To learn more about becoming a part of the SCB family, visit us online at [bankscb.com](http://bankscb.com) or call us at (865) 453-6101. *Sevier County Bank, Member FDIC.*"

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### "MOBILE BANKING MADE EASY"

"At Sevier County Bank, we believe the most important thing we can give you is the freedom to live your life. With online and mobile banking from SCB, managing your money is now more convenient than ever before. Handle all your banking needs from home, school, work, or anywhere in between, giving you the freedom to enjoy your life whenever and however you want. Download the SCB mobile app, available on the App Store and on Google Play, for banking made easy. Visit us online at [bankscb.com](http://bankscb.com) or call (865) 453-6101 to learn more. *Sevier County Bank, Member FDIC.*"

### "KEEPING OUR COMMUNITY IN BUSINESS"

"There's a reason why folks have relied on Sevier County Bank for over 100 years. It's because SCB is more than just a bank; it's a part of the community. With over a century of experience and a team of Sevierville locals on your side, we are dedicated to helping you succeed. With a level of personalized service and the opportunity to build community relationships you can only get from a hometown bank, why would you bank on anyone else? Visit us online at [bankscb.com](http://bankscb.com) or call (865) 453-6101 to learn more about becoming an SCB member today. *Sevier County Bank, Member FDIC.*"



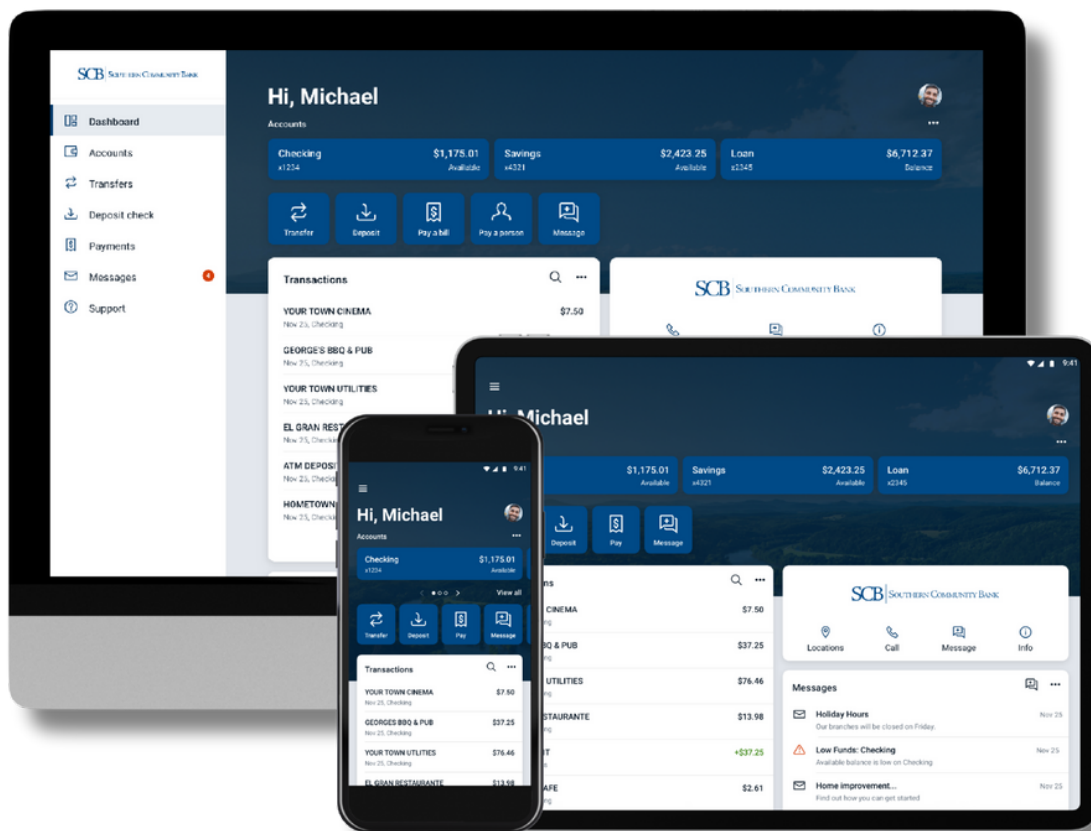
# WEB DEVELOPMENT & SEO

## WEB DEVELOPMENT

MCG's partnership ventured into the digital domain with website edits, application development, and advanced SEO services. The seamless integration of design and functionality enhanced user experience, creating a digital space that mirrored Sevier County Bank's commitment to excellence.

## ADVANCED SEO

Advanced SEO services further solidified the bank's online presence by raising its ranks in local searches. These efforts focused on SEO elements such as the use of high-quality keywords, proper copy hierarchy, and overall usability/navigability.

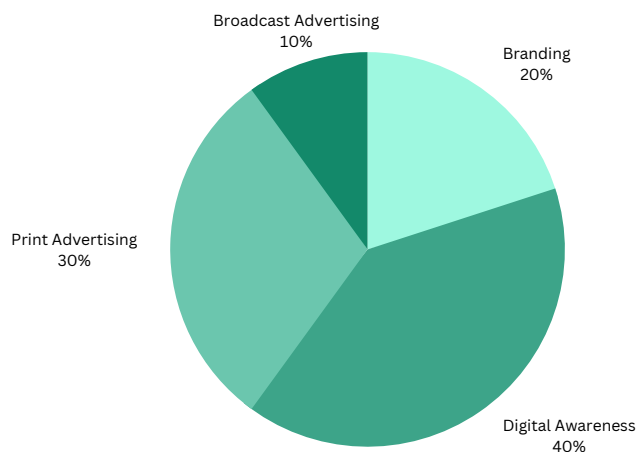


# RESULTS

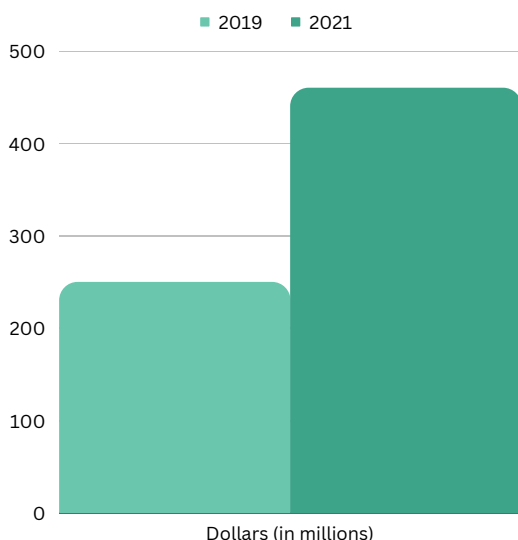
As the partnership between Sevier County Bank and Morris Creative Group evolved, it laid the groundwork for a transformed institution that prioritized forward-thinking banking solutions and successful financial partnerships with its clientele. In 2020, SCB was voted the #2 bank in the Mountain Press Readers' Choice Awards. SCB's assets increased from \$260 million to \$450 million within this two-year partnership.

This journey reached its pinnacle in 2021 when Sevier County Bank successfully merged with SmartBank. This merger created a unified entity that exemplified growth and adaptability.

## PROJECT ALLOCATION BASED ON TIME SPENT (2019- 2021)



## CLIENT ASSET VALUE OVER TIME



73% increase in asset value over 2 years

# CLIENT TESTIMONY

In 2019, we had the pleasure of beginning 2 partnerships with Morris Creative Group. The past two years have been extremely exciting and productive as the MCG team has helped revitalize our brand and support our growth strategy. There has not been an aspect of our marketing effort that the MCG team has not assisted us with including corporate identity, collateral materials, website design, e-newsletters and even television advertising.

In year two of our partnership, we created a new brand for a new market entry. We had a different marketing strategy and the MCG team understood how to support those unique business objectives while creating a visually consistent and equally appealing brand and corresponding messaging.

We are proud of the work we have created together and the growth of our organization these past two years speaks to that. Sevier County Bank has grown from an asset size of \$290 million to over \$450 million today.

Recently, it was announced that we will be acquired by another bank with roots in our county, SmartBank. This will take our bank to new levels that will be better for customers and shareholders alike. There is no question that our marketing efforts with MCG help set us up for this exciting next chapter.

**AMY PRESLEY**

**Executive Vice President, COO | Sevier County Bank**

# THANK YOU!



Inspired by Sevier County Bank's success story?

Morris Creative Group is a passionate team of strategic thinkers and creative problem-solvers. Our drive is to help brands connect with humans via authentic, intentional, and conscious methods. We delight in paving the way for meaningful communications and are eager to learn how we can help tell your story.

**GET IN TOUCH**

## CONTACT US

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