



ANDERSON HUMPHREYS LLC  
ADVERTISING. PERSPECTIVE.

## First South Bank

With recent expansion, First South needed an introduction into a new market. Also the bank needed better name recognition. We devised a campaign that was very simple but very memorable. This is a campaign that can run for years and adapt to almost any parameter or product and still have the same impact.



**Want to be Number One in Dyersburg?**

We put first things first at First South Bank. You, for one. With all the financial services you need. Plus a few firsts in our approach to banking. First, it's your money. First, it's your town. First, we're here to help you. You could sum up our customer service approach in two words: You first. That's how we treat all our customers at First South. Come in our two convenient branches in Dyersburg. Then you'll see why you're number one with us.

**FIRST SOUTH BANK**  
You first. First South.  
205 N. Main Street  
602 Hwy 51 Bypass N  
731.288.2800

Member FDIC

**The cost of banking is heading in the right direction.**

First South would like to point out one advantage to our arrival in Dyersburg. The cost of doing business. Because it's your money. And we'd like for you to hang onto as much of it as you can. That's why you'll see many of our costs, such as service charges and fees, go down. We figure if we put you first, you'll like having us here in Dyersburg. That's our customer service approach at First South.

So check out one of our two convenient branches. We think you'll like the new direction we're taking.

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**FIRST SOUTH BANK**

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**All for First South coming to Dyersburg, raise your hand.**

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