



ANDERSON HUMPHREYS LLC

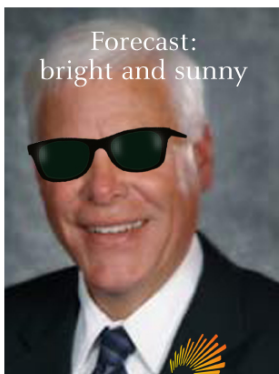
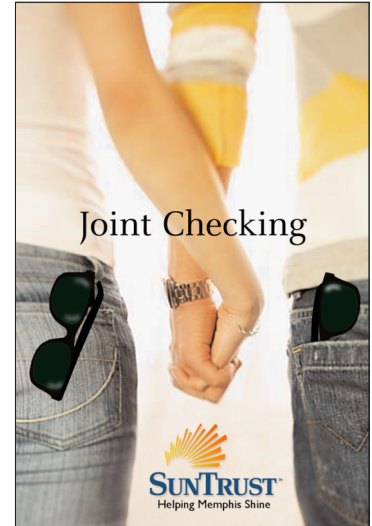
ADVERTISING. PERSPECTIVE.

## SunTrust Bank

National Bank of Commerce, a well known Memphis bank merged with SunTrust. The board felt it lost its local identity. They asked us to address the problem. The idea we developed solved the problem locally and as it turns out had far reaching national potential. From a simple idea we developed a national campaign which the board approved overwhelmingly.



**Henry Turley, Community Leader and Local SunTrust Board Member**  
What makes SunTrust a community bank? It's a bank with community leaders. From Mud Island to the South Bluffs and beyond, Henry Turley has put a new urban face on Downtown Memphis and the surrounding Mid-South. His local knowledge and vision helps shape our thinking at SunTrust. So we can offer you the precise financial advice and resources for whatever you have in mind.



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Everything looks cooler at SunTrust



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