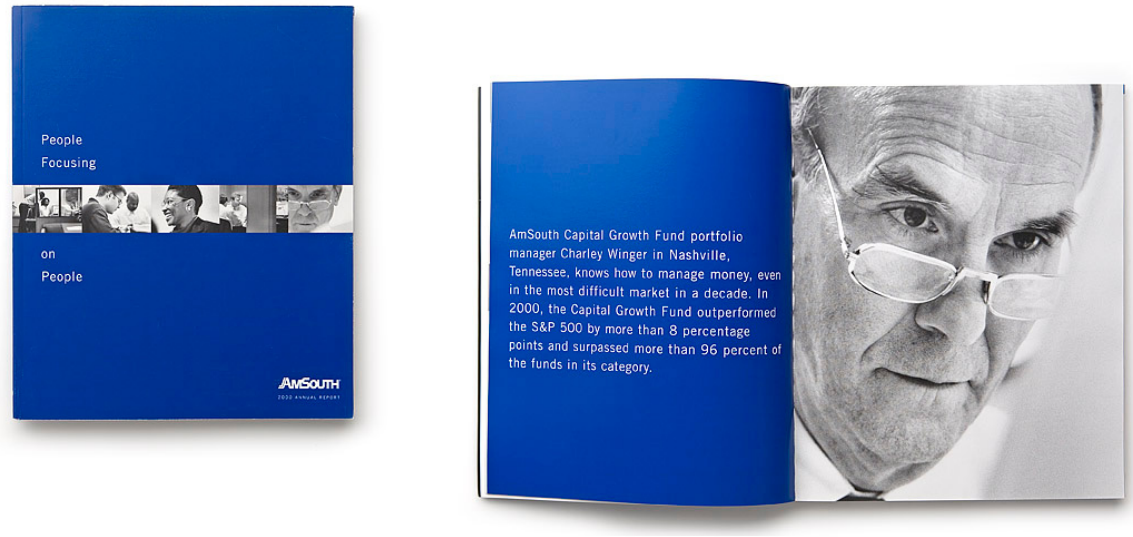

AMSOUTH PUT PEOPLE FIRST.

Annual report built around personal relationships helped create one with investors.

CHALLENGE » AmSouth, a regional bank in the Southeast, wanted to use their annual report to illustrate to investors how they cultivate relationships with customers.

SOLUTION » To leverage AmSouth's reputation as "the relationship people," Soloflight developed a visual approach that highlighted specific cases of exceptional service through people-focused photography. Photos of AmSouth employees interacting with customers were prominently featured, while smaller, "behind-the-scenes" photos were scattered throughout so investors could get to know the employees.

RESULTS » Perfectly aligned with the brand strategy of being "the relationship people," the annual report convinced investors that AmSouth was committed to the philosophy behind their slogan.