

Selected Public Relations Case Summaries

Bob Hetherington & Associates

Client: Renasant Corporation

Services: Corporate Communications, Internal and External, Annual Report

Renasant Corporation (NASDAQ: RNST) is the parent company of Renasant Bank and Renasant Insurance. Renasant has assets of approximately \$3.6 billion and operates from 60 offices in Alabama, Mississippi and Tennessee.

A thoughtfully planned and well executed corporate communications campaign, including internal communications for employees and external communications to the public through the media, helped a 100-year-old Mississippi banking company change its name to more accurately reflect the multi-billion-dollar, three-state financial services company it had become without adverse impact to its brand or its established relationships.

Activities included: research, strategic planning, branding, creative development, coordination of nearly simultaneous employee events in three states, pro-active media relations, marketing planning and support, marketing execution in markets where name was new and planning and execution of company's annual report.