



CLIENT PROFILE

Bank of America

When Bank of America merged with Security Pacific Banks, the former second largest bank chain on the west coast, JCI executed a financial and investor relations assignment, handling the PR for the merger. JCI:

- Communicated with employees
- Outreached to the media with a targeted focus on business and financial trade
- Facilitated international investor and advertising campaigns
- Outreached to shareholders
- Met with financial analysis
- Maintained public affairs
- Advocated with several State Attorney Generals, who approved the merger within their states

Bank of America®

