

BOK Financial

BOK Financial | Helping a Major Regional Bank Get the Recognition it Deserves

CHALLENGE

[BOK Financial Corporation](#) (BOKF) is a \$42 billion regional financial services company headquartered in Tulsa, Oklahoma with \$82 billion in assets under management and administration. Pierpont Dallas has worked with BOKF for some time, conducting extensive crisis training for Bank leadership as well as handling all communications and messaging relating to BOKF's acquisition of Denver-based CoBiz Bank in Colorado and Arizona.

BOKF has grown quietly into a midwestern colossus and is a serious player in national banking, but an analysis of market perception showed that outside its home market of Oklahoma the Bank was thought to be smaller and less influential than it really is.

OBJECTIVES

Increase recognition of the company outside its home market of Oklahoma.

SOLUTION

Pierpont developed a financial media program encompassing focused training, messaging, and media relations, securing opportunities for CEO Steve Bradshaw to appear on CNBC, Bloomberg, and Fox Business, as well as print opportunities with the Wall Street Journal and regionally.

RESULTS

BOKF credited this strategy, noting advances in awareness and reputation with critical stakeholders, especially in its new markets outside Oklahoma.