

# Texas Capital Bank



Texas Capital Bank, founded by Texas banking icon Joseph M. (Jody) Grant, launched in December 1998 with an initial capitalization of \$80 million and at the time was believed to be the largest start-up bank in U.S. history. Even with a solid roster of high-profile clients and exceptional customer service, Texas Capital Bank and its executives were not receiving the brand awareness or level of media coverage needed to position them as a leader within the banking community.

Working closely with the bank's Dallas headquarters and leaders within their key markets, Cooksey Communications developed and implemented a strategic comprehensive media relations and marketing program to generate media coverage, build public awareness about the bank and position Texas Capital Bank executives as experts in their industry.

Cooksey Communications' proactive communications approach and strong media connections helped to increase overall coverage of the bank and its executives in key publications such as *The Dallas Morning News*, *Star-Telegram*, *Dallas Business Journal*, *Fort Worth Business Press*, *Austin American-Statesman*, *Austin Business Journal*, *Houston Chronicle* and *Texas Banking*. Cooksey also helped the bank cultivate its relationships with critical local and national financial media, helping to re-establish its reputation as the best business bank in Texas.

