

Regions Bank Customers Share Financial Next Steps in New Advertising Campaign

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) is introducing a new advertising campaign featuring real bank customers facing real-life challenges. The [Next Step Project](#) offers a glimpse into the everyday lives of Regions Bank customers in different life stages and shows how Regions is helping them both manage their daily financial needs and achieve their broader goals in practical and tangible ways.

"The Next Step Project demonstrates how the Regions Bank story is interconnected with the stories of our customers," explained Michele Elrod, executive vice president and head of Marketing for Regions Bank. "Money touches nearly every aspect of people's lives, and Regions provides an array of financial solutions, including expertise, education, products and self-service tools to help people achieve their financial goals."

The Next Step Project is a fully integrated campaign inspired by documentary-style storytelling and features Regions customers sharing their personal financial challenges and aspirations in their own words¹. The Next Step Project long-form videos are posted on regions.com/nextstep and can be seen on the [Regions YouTube channel](#).

- [Getting Started: Ciara's Next Step Story](#)
Ciara needs a crash course in paying off student debt while saving to get her PhD. See how Regions is giving her the tools and insights she needs to take her next step.
- [Moving Forward: Ashlee's Next Step Story](#)
Ashlee's family has a lot to tackle on their move: finding a house, paying down debt and planning ahead. See how Regions gave her the tools and insights she needed to take her next step.
- [Staying Ahead: Patrick's Next Step Story](#)
Patrick is trying to pay off debt, save for his children's college and plan for retirement. All at the same time. See how Regions is giving him the tools and insights he needs to take his next step.

Regions encourages people to join the conversation and share their financial Next Steps on social media by using the hashtag #NextStepProject.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$122 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank operates approximately 1,650 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at <http://www.regions.com>.

Regions Bank is a member FDIC and an Equal Housing Lender.

¹ The Next Step Campaign features paid appearances by actual Regions customers telling their real stories.

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