

Merger and conversion client list

Metropolitan Commercial Bank Systems Conversions (2024)
 First Citizens Bank/Silicon Valley Bank (2023-2024)
 Provident Bank/Lakeland Bank (2023-2024)
 BMO Bank/Bank of the West Debit Card Conversion (2023-2024)
 BMO Harris Bank/Bank of the West (2022-2023)
 Webster Bank/Sterling National Bank (2021-2023)
 First Citizens Bank/OneWest/CIT Bank (2021-2022)
 WSFS Bank/Bryn Mawr Trust (2021-2022)
 Kinecta Federal Credit Union/ Xceed Financial Credit Union (2021)
 The Huntington National Bank/TCF National Bank (2021)
 Pacific Premier Trust/PENSCO Trust (2020-2021)
 First Citizens Bank/Gwinnett Bank (2020)
 Provident Bank/SB One Bank (2020)
 First Citizens Bank/Entegra Bank (2020)
 Metro Credit Union Systems Conversion (2020)
 Pacific Premier Bank/Opus Bank (2020)
 OceanFirst Bank/Country Bank (2019-2021)
 OceanFirst Bank/Two River Community Bank (2019-2020)
 First Citizens Bank/Biscayne Bank (2019)
 First Citizens Bank/United Financial Bank of Florida (2019)
 First Citizens Bank/First South Bank (2019)
 Independent Bank/Guaranty Bank (2019)
 WSFS Bank/Beneficial Bank (2019)
 First Citizens Bank/Palmetto Heritage (2019)
 First Citizens Bank/Securant Bank (2018-2019)
 OceanFirst Bank/Capital Bank of NJ (2018-2019)
 Fifth Third Bank/MB Financial (2018-2019)
 First Citizens Bank/HomeBanc (2018)
 Pacific Premier Bank/Grandpoint Bank (2018)
 Amalgamated Bank/New Resource Bank (2018)
 Independent Bank/Integrity Bank (2018)
 OceanFirst Bank/Sun National Bank (2017-2018)
 First Citizens Bank/Guaranty Bank (FDIC-Assisted) (2017-2018)
 Sterling National Bank/Astoria Bank (2017-2018)
 Bryn Mawr Trust/Royal Bank (2017-2018)
 Independent Bank/Northstar Bank (2017)
 First Citizens Bank/Harvest Community Bank (FDIC-Assisted) (2017)

Bar Harbor Bank & Trust/Lake Sunapee Bank (2016-2017)
 OceanFirst Bank/Ocean City Home Bank (2016-2017)
 First Citizens Bank/Bank of Virginia (2016-2017)
 First Citizens Bank/North Milwaukee State Bank (FDIC-Assisted) (2016-2017)
 The Huntington National Bank/FirstMerit Bank (2016-2017)
 OceanFirst Bank/Cape Bank (2016)
 BNY Mellon/Atherton Lane Advisers [2016]
 Beneficial Bank/Conestoga Bank (2015-2016)
 BMO Financial Group/GE Capital Transportation Finance (2015)
 First Citizens Bank (NC)/First Citizens Bank (SC) (2015)
 Sterling National Bank/Hudson Valley Bank (2015)
 First Citizens Bank (NC)/Capitol City Bank & Trust (FDIC-Assisted) (2015)
 The Huntington National Bank/Macquarie Equipment Finance (2015)
 Eastern Bank/Centrix Bank (2014)
 The Huntington National Bank/Bank of America Branch Acquisition (2014)
 Provident Bank (NJ)/Team Capital Bank (2014)
 MB Financial Bank/Cole Taylor Bank (2014)
 First Citizens Bank (NC)/Mountain 1st Bank (2014)
 The Huntington National Bank/Advantage Bank (2013-2014)
 Provident Bank (NY)/Sterling National Bank (2013-2014)
 Blue Hills/Nantucket Bank (2013-2014)
 Bankwell/Wilton Bank (2013-2014)
 Bankwell/Bank of New Canaan/Stamford First/Bank of Fairfield (2013)
 BMO Harris Bank Post-Merger Conversions (2013)
 Eastern Bank/The Community Bank (2012)
 The Huntington National Bank/Fidelity Bank (FDIC-Assisted) (2012)
 First Citizens Bank (NC)/United Western Bank (FDIC-Assisted) (2012)
 Beneficial Bank/St. Edmonds FSB (2012)
 BMO Harris Bank/M&I Bank (2011-2012)
 First Citizens Bank (NC)/Colorado Capital Bank (FDIC-Assisted) (2011)
 First Citizens Bank (NC)/IronStone Bank Conversion (2011)
 First Citizens Bank (NC)/Sun American Bank (FDIC-Assisted) (2010-2011)
 OneWest Bank Legacy Conversion (2010-2011)
 Eastern Bank/Wainwright Bank (2010-2011)
 OneWest Bank/First Federal Bank/LaJolla Bank (FDIC-Assisted) (2010)
 Union Savings Bank/First National Bank of Litchfield (2010)
 First Citizens Bank (NC)/Temecula Valley Bank (FDIC-Assisted) (2010)

First Citizens Bank (NC)/First Regional Bank (FDIC-Assisted) (2010)
 First Citizens Bank (NC)/Venture Bank (FDIC-Assisted) (2009-2010)
 The Huntington National Bank/Citizens State Bank (FDIC-Assisted) (2009-2010)
 The Huntington National Bank/Warren Bank (FDIC-Assisted) (2009-2010)
 Citizens Financial Group (Charter One)/Old National Bank (2009)
 Citizens Financial Group/ABN*AMRO/Community Bank (2008)
 The Huntington National Bank/Sky Bank (2007)
 Beneficial Savings Bank/Farmers and Mechanics Bank (2007)
 The Provident Bank/First Morris Bank & Trust (2007)
 NewAlliance Bank/Westbank (2006-2007)
 Sovereign Bank/Independence Community Bank (2006)
 The Huntington National Bank/Unizan Bank (2005-2006)
 NewAlliance Bank/Cornerstone Bank (2005-2006)
 The Provident Bank/First Savings Bank (2004)
 Fleet Bank/Progress Bank (2003-2004)
 New Haven Savings Bank/Tolland/Savings Bank of Manchester (2003-2004)
 Washington Mutual/The Dime Savings Bank of New York (2002)
 Virginia Heartland/Carolina Savings/Planters Bank (2002)
 Fleet Bank/Summit Bank (2001)
 The Huntington National Bank/Empire Bank (2000)
 Fleet Bank/BankBoston (2000)
 The Dime Savings Bank of New York/KeyBank (1999)
 The Dime Savings Bank of New York/Lakeview Savings Bank (1999)
 Bank One/First Chicago/NBD (1998-1999)
 People's Bank/Norwich Savings (1998)
 First Union/CoreStates (1998)
 BankBoston—Connecticut and Rhode Island (1997-1998)
 First Union/Signet (1997-1998)
 First Union/Covenant (1997-1998)
 Bank of Boston/BayBank (1996-1997)
 First National Bank of Maryland/Washington Federal (1996)
 First Union/Centerbank (1996)
 First Union/First Fidelity (1995-1996)

We are financial marketing communications.



MKP is a creative and strategic marketing and communications company based in New York City's historic Flatiron district. Founded in 1994 with a singular focus in the financial services industry, MKP has earned a nationwide reputation for our work in merger and change communications. We are certified as a WBE (Women's Business Enterprise).

Financial services expertise

For 30 years, banks across the country have relied on MKP for our unmatched expertise in financial services marketing. Our experience spans the full range of financial products and services for all lines of business. MKP's long-tenured staff provide clients with a tight, highly functioning team dedicated to outstanding service. And many of our professionals have come from top-tier banks, so there's no learning curve here. We speak your language and understand your audiences.

What we offer

MKP's mission is to perfect the art and science of good communication. We serve as an extension of your team, helping you make the most of your marketing dollars to achieve your business objectives. We are proven experts at developing and implementing programs that build awareness, support acquisition goals, improve client retention, strengthen client relationships and drive measurable results. We also deploy AI and machine learning to unlock valuable insights and opportunities for targeted personalization.



Strategic Marketing & Data Intelligence

- Communications strategy and planning
- Omnichannel tactical roadmaps
- Data-driven research, including AI/machine learning-based predictions and segmentation studies
 - Persona analyses
 - Lead-scoring
 - Targeting
 - Creative versioning



Merger & Change Communications

- Regulatory/compliance-driven comms
- Data management and customized file processing
- Personalized, one-to-one messaging
- Systems conversions and product simplification
- Remediation



Creative Development & Implementation

- Concepting, design, copywriting
- Promotion, collateral, and sales support
- Direct mail and digital tactics
- OOH advertising
- In-house video production
- Cost-efficient production management