



## ***2020 Greenwich Best Brand Awards for U.S. Middle Market Banking***

*Among More Than 600 Banks Evaluated, 13 Have Distinctive Brands*

### **Best Brand—Ease of Doing Business**

BOK Financial  
First Citizens Bank  
First Horizon  
Frost Bank  
Fulton Bank  
Hancock Whitney  
Huntington National Bank  
M&T Bank  
People's United Bank (CT)  
Pinnacle Financial  
Synovus Financial

### **Best Brand—Trust**

First Horizon  
Frost Bank  
Fulton Bank  
Hancock Whitney  
Huntington National Bank  
M&T Bank  
Pinnacle Financial  
Truist  
Zions Bancorporation

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Based on over 11,000 interviews with businesses with sales of \$10-500 million across the country. Comparisons are based on all banks covered across the United States. Best Brand—Ease of Doing Business and Trust awards are based on distinctive customer ratings.

*The findings reported in this document reflect solely the views reported to Greenwich Associates by the research participants. They do not represent opinions or endorsements by Greenwich Associates or its staff.*