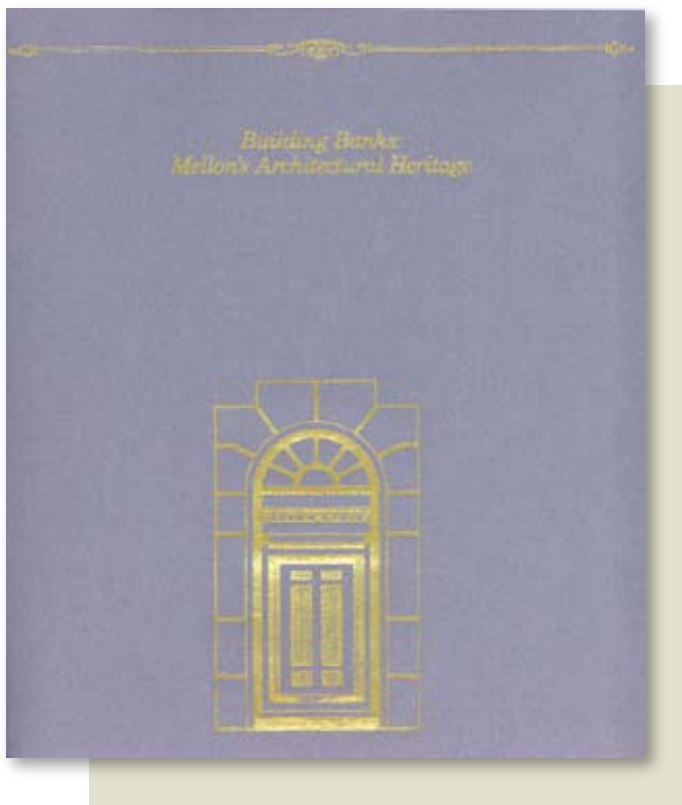


Mellon and Girard Bank

See how we helped Girard Bank soothe its employees and customers after a buyout by Mellon ...



When Girard Trust in Philadelphia was acquired by Mellon Bank of Pittsburgh, it was immediately renamed Mellon Bank (East). The century-old Girard Trust felt it had lost its corporate identity. Girard's customers and employees were stunned by the quick changes, and their resentment of Mellon quickly grew.

With the 125th anniversary of Girard Trust approaching, Mellon Bank (West) executives wondered if they should celebrate at all. That's when they called The History Factory.

We saw the anniversary as an opportunity to give Girard back the heritage it felt had been snatched away. Our researchers began to sift and sort through Girard's rich history. We found that although current employees and customers saw Girard as a single entity, it is actually a bank of banks, built on numerous mergers over time. Seen in this light, the merger with Mellon was actually a continuation of a long tradition.

The 125th anniversary also provided Mellon with an important opportunity to introduce itself to Philadelphia, emphasizing its history as well as demonstrating that the merger was a union between two high-quality, customer-oriented banking institutions.

The History Factory is a heritage management firm that helps organizations discover, preserve and leverage their history to meet today's business challenges.



THE HISTORY FACTORY

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