



2021 Greenwich Best Brand Awards for U.S. Middle Market Banking

Among More Than 500 Banks Evaluated, 10 Have Distinctive Brands

Best Brand—Ease of Doing Business

BBVA USA, now part of PNC Bank
First Horizon
Frost Bank
Huntington National Bank
KeyBank
M&T Bank
Zions Bancorporation

Best Brand—Trust

First Horizon
Frost Bank
Huntington National Bank
M&T Bank
PNC Bank
Regions Bank
Synovus Financial
Zions Bancorporation

Best Brand—Values Long-Term Relationships

BBVA USA, now part
of PNC Bank
First Horizon
Frost Bank
Huntington National Bank
KeyBank
M&T Bank
Synovus Financial
Zions Bancorporation

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Based on nearly 10,000 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, Trust and Values Long-Term Relationships awards are based on distinctive customer ratings.

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