



Mascot Christmas Shopping Video

Program Narrative

The Legend Bank Christmas Shopping Showdown was a fun and creative way to explain and introduce our new digital banking products while also involving our local communities. Our vision came to life when we featured mascots from four of the schools in our communities in a Friday Night Lights, Football Hype Christmas Shopping Showdown!

Kujo the Alvord Bulldog, the Nocona Indian, Bella the Whitesboro Bearcat and Rowdy the Bowie Jackrabbit were hyped up and ready to shop using our contactless cards, which were recently introduced to customers with expiring cards starting in October 2021, digital wallet/pay with your device and Zelle® for person-to-person payments. We offer customers mascot debit cards for each of these schools so it was another fun way to promote our mascot cards as well. Plus, all debit card purchases earn debit card rewards!

Our vision for the Christmas video was to create the Friday Night Football vibe so our Marketing Director began listening to recordings of Whitesboro football games. Ken Roberts, the Whitesboro football game announcer, had the perfect football voice and we were so excited to visit with him about being the announcer in our video! He helped make our vision come to life when he announced the play-by-play of the mascots as they competed to out-shop, out-pay and out-play their competitors in this video.





Program Narrative (cont.)

Each of the mascots had a special role in the Christmas Shopping Showdown:

Bella the Bearcat shopped for groceries at the local grocery store, which was a long-time customer of our bank, Brookshire Brothers. The groceries featured in the video were on the wish list for the food pantry and totaled \$640 and we donated all the food purchased to Your Neighbors House, the local food pantry in Whitesboro. Bella paid using Apple Pay with "her" iPhone showing our customers how simple and quick it is to make a purchase without even needing to have your debit card with you. It was important to show that this technology could be used at the local grocery store to help show customers that Apple Pay (and device pay) is widely accepted.

We also agreed to help promote the Brookshire Brother's Brown Bag of Hope Program. For just \$10, customers can purchase enough food for a meal for a family of four during holiday season and Brown Bags of Hope could be purchased at any Brookshire Brothers store. The Brookshire Brothers store in Whitesboro donated all the money raised for Brown Bags of Hope to "Your Neighbors House Food Pantry" as a way to show support for this organization in partnership with us on our video.



Kujo the Alvord Bulldog shopped at Target for toys and coats to give to kids in Wise County (the county where the Alvord branch is located). Our branch manager at our Alvord branch was working with Wise County CASA, Alvord Spirit of Christmas and Santa Cops for toy drives during the holidays, so we donated all of the toys and coats in the video to those charities. In addition to this \$500 donation, Target was very generous and provided an additional \$200 donation of toys as well! Kujo paid using her contactless mascot debit card at Target to show customers how quick it is to wave your card over the terminal and complete your purchase.



The Nocona Indian took a break from hyping up the basketball crowd to send money to **Rowdy, the Bowie Jackrabbit** for her Christmas gift using Zelle®, Legend Bank's newly launched person-to-person payment service. Legend Bank introduced Zelle® with the launch of this video!

Program Narrative (cont.)

We incorporated humor throughout the video by relating different football calls to shopping mishaps performed by the mascots.

Bella the Bearcat got a flag on the play when she tried to buy fruitcake while shopping.

Kujo shopped for socks as Christmas presents and got a penalty "socks detected".

Rowdy, the Bowie Jackrabbit, needed an "assist" on her play. It was a little difficult to accept a Zelle payment on an iphone because she has paws, not hands, so Legend Bank used this as an opportunity to remind customers to never share their log-in credentials with others!



Goals

We had a variety of goals with our Christmas Shopping Showdown:

- Develop a unique, entertaining Christmas video involving mascots at some of our local high schools.
- Introduce and promote our new digital banking and convenience banking products:
 - Contactless Debit Cards, Contactless Mascot Debit Cards
 - Zelle®
 - Digital Wallet/Device Pay
 - Card Control
 - Debit Card Rewards for shopping with their Legend Bank debit card
- Provide support for community organizations through donations to help those in need.
- Educate customers and viewers on the importance of protecting your personal, financial data and online/mobile banking credentials.



Marketing Channels

Our Christmas Shopping Showdown was promoted through a comprehensive marketing campaign which involved the following tactics:

- Website homepage banner
- Christmas Shopping Showdown landing page created for this campaign:
<https://www.legend.bank/mascot-christmas-shopping-showdown>
- YouTube Video: <https://youtu.be/plllGW7suX4>
- Social media posts on Twitter and Facebook and Facebook social media ads
- Online Banking and Mobile Banking ads
- Email signature graphics
- Christmas Greetings ads in local newspapers
- Digital ads – Local online newspapers, Geofence ads, Targeted Display ads



PRINT ADS



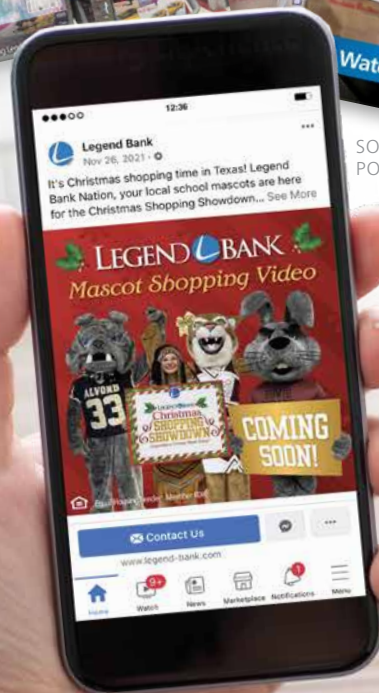
SOCIAL
POSTS



HOME PAGE BANNER



DIGITAL ADS



Bank Involvement

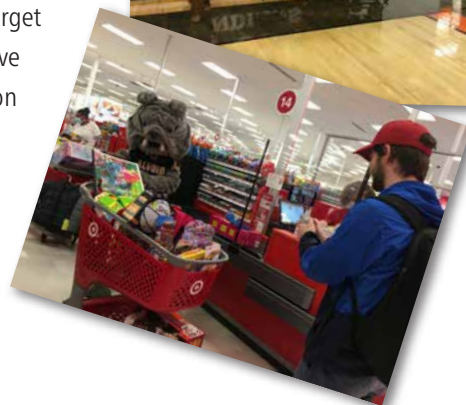
We had a variety of involvement from our bankers on this project. We started with our branch managers who talked with their contacts at the local high schools including the superintendents, principals, cheer sponsors and others at the schools. They received the approvals necessary for the mascots to be involved in the video and coordinated scheduling with our Marketing Director.

In addition to the many ways we gave back through this marketing video, we also donate \$5 for each mascot card we issue back to ISD for that card. This is another way that we support our local schools.



We love to involve our bankers in our projects, in addition to members of our community. Jack Enright, our IT Support Specialist, has been our videographer for a few years now.

In addition to his role in IT, he also utilizes his talents to create impressive videos for the bank and the Christmas Shopping Showdown was another epic production! He shot all of the footage on his iPhone and participated in each of the video shoots by getting footage of the Bowie Jackrabbits practicing volleyball and basketball while filming Rowdy, filming the Nocona Indian on site in the school gym with the girls basketball players and of course filming on-site in Target and at Brookshire Brothers. It's very important to us to give our bankers the opportunity to use their talents to work on projects outside of their normal daily work so that they can grow, get new experiences and participate in projects that they enjoy. Jack is a hard-working employee who does amazing work for Legend Bank in marketing video production as well as IT.



Outcome/Impact

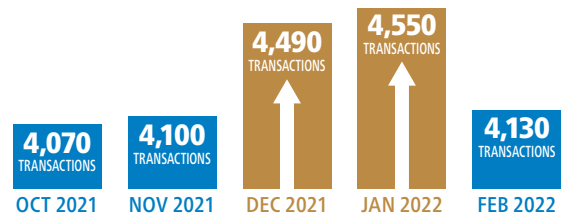
Customer Involvement - We were proud to involve the mascots in our Christmas video because they are all customers of the bank. This was a rewarding experience for them to be involved in this project and to see how it supported their individual communities. Both Bella and Kujo spoke about how this impacted them in a positive way in the videos they recorded for us. They were able to participate in this community effort and shop for the items that would be donated back to their communities.

Mascot Cards Issued – We saw a spike in mascot cards issued in these communities in 1Q 2022, following the release of the video.



Device Pay/Digital Wallet - We were pleased with the spike in Digital Wallet transactions during the Christmas shopping time and in the two months following the launch of the video.

TOTAL DIGITAL WALLET TRANSACTIONS



Zelle® - Zelle® was introduced with the launch of this video so one of our goals was to educate customers about this service and build awareness and usage.

NEW ZELLE® ADDED USERS



Card Control – Card Control provides customers with more control over their debit card and protects the bank from additional fraud because customers can turn off their card if they think it has been lost or stolen.

NEW CARD CONTROL ADDED USERS



Web Page Visits and Video Views

We had over **1,000 unique page views** to the Christmas Shopping Showdown web page, with an average of 3 minutes on the page. The video was embedded on this page so we attribute that to watching the video.

In addition to those views, we had **667 views on our YouTube Video**.

The **MOST VIEWED** of
all our Christmas videos

