



## IBAT BEST OF COMMUNITY BANKING AWARDS MARKETING CATEGORY

### *Program Overview*

Legend Bank's holiday production, *It's a Wonderful Bank*, was a heartfelt tribute to the community banking spirit, inspired by *It's a Wonderful Life*. The video, filmed and produced entirely in-house, showcased the dedication of Legend Bank employees in both starring roles and behind-the-scenes efforts. With transformed office sets and careful research to honor the original movie, the production emphasized the bank's commitment to fostering connection and generosity.

A standout moment of *It's a Wonderful Bank* was the announcement of the 2025 Legendary Legacy Fund donation—\$50,000 to the Delta County Public Library. This contribution reinforced Legend Bank's mission to give back, ensuring the library can continue enriching the community.

To maximize visibility, the bank launched a strategic marketing campaign, sharing the video across multiple marketing channels, including digital, social, print and internal marketing efforts to help drive awareness.

The project resonated widely, with record-breaking engagement and enthusiastic feedback from customers, employees, and the community. The check presentation event, brought together local leaders to celebrate the donation's impact.

***Through *It's a Wonderful Bank*, Legend Bank demonstrated that community banking is more than financial services—it's about enriching lives through the many ways we build relationships, trust, and make a lasting difference.***

## *Our Goals: The Vision That Guided Us*



- ✓ **Create an engaging and festive Christmas film** inspired by the holiday classic *It's a Wonderful Life*, showcasing how our bankers play a vital role in the community and make a meaningful impact on those they serve.
- ✓ **Announce our 2024 Legendary Legacy Fund \$50,000 contribution to the Delta County Public Library** with a fun, creative celebration at the library—featuring characters from our Christmas movie alongside library staff and board members.
- ✓ **Demonstrate that Legend Bank is more than a financial institution**—it's a cornerstone of the community, actively supporting and enriching the lives of those we serve.
- ✓ **Encourage employee participation**, giving our team the chance to be part of the Christmas movie and check presentation, reinforcing their connection to our mission and the community.



## *How We Made It Happen: Our Efforts In Action*

**Legend Bank's holiday production, *It's a Wonderful Bank*, was a heartfelt and festive project that brought the community banking spirit to life in a charming parody of *It's a Wonderful Life*.**

From the beginning, our team was dedicated to creating an authentic and engaging experience. Our bankers transformed every set location (mainly offices at our Operations Center) with warm, inviting Christmas décor to capture the magic of the season. The film was a true in-house production, with Jack Enright, our Technology Innovation Specialist, handling filming and editing, ensuring every scene reflected the heart of our message.

The cast featured talented employees, including Ricky Taylor as George Bailey, Keith Pace as the formidable Mr. Potter, Jody Andrews as Claire the Angel, and Jeff Slade as Potter's Henchman. Behind the scenes, the crew, including Amanda Baker, Jennifer Clark, Randi Mitchell, Santana Gilreath, and Vanessa Moreno, worked tirelessly to decorate and make the project a success.

To ensure the essence of the original film was woven into our story, the team researched *It's a Wonderful Life*, carefully incorporating key elements that tied seamlessly into our production. The final result is a heartwarming tribute to the role community banks play in supporting local businesses and fostering togetherness.

A special highlight of this year's *It's a Wonderful Bank* is our announcement of the Legendary Legacy Fund donation—\$50,000 to the Delta County Public Library. This annual tradition is a meaningful way for us to give back, supporting a vital institution that enriches our community year-round. By weaving this announcement into our holiday film, we reinforce the impact of local banking and celebrate the power of generosity during the season of giving.

## See the Success: Results & Visuals

*It's a Wonderful Bank was a hit! Employees, customers, and the community all had great things to say, calling it creative, clever, and raved about it. Seeing familiar faces take on classic roles made it even more special, and the attention to detail really brought the whole production to life. It wasn't just entertaining—it captured the spirit of the season and the values that define Legend Bank.*



### Social Results

Date Range  
11/29/24 thru  
12/25/24

The announcement of the *It's a Wonderful Bank* video had the most views, reactions, clicks, comments and shares for this date range on our Facebook page.

It's here...the moment you've been waiting for! Legend Bank's "It's a Wonderful Bank" is live. Grab a cup of cocoa and some popcorn and click to watch now: <https://www.legend.bank/its-a-wonderful-bank>.

You'll step into a time where community banking takes center stage in this delightful parody of the holiday classic. Whether you're a longtime fan of the original movie or new to the story, you'll enjoy seeing "George Bailey," a dedicated community Legend banker as he navigates the ups and downs of small-town life, helping neighbors and local businesses thrive. This year's film highlights the vital role that community banks play in supporting local communities and fostering a sense of togetherness.

Starring:  
Ricky Taylor, Commercial Lender, SVP in Wichita Falls, as George Bailey.  
Keith Pace, Chief Credit Officer, as Mr. Potter.  
Jody Andrews, VP, Applications Manager, as Claire the Angel.  
Jeff Slade, IT Support Manager, as Potter's Henchman.

#MerryChristmas #ItsAWonderfulLife #MoreThanJustBanks



 **6,757** reached

 **158** reactions

 **36** clicks

 **24** comments

 **16** shares



### Record High

views of any  
Legend Bank  
Christmas video

Date Range 11/29/24  
thru 12/25/24

**5,423**  
views

Total combined  
views/visits on  
landing page  
and YouTube

**4,251**  
Landing Page Views

**1,172**  
YouTube Views



## *See the Success: Results & Visuals (cont.)*



### **Check Presentation Event at the Delta County Library**

The check presentation event, thoughtfully organized by Samantha Williams, Cooper Loan Assistant, was a special celebration of Legend Bank's commitment to the Delta County Library through the Legendary Legacy Fund donation.

The event provided a meaningful opportunity to highlight the bank's donation, which will support much-needed repairs and updates for the library. Chamber members, library representatives, and bank leaders came together to recognize the impact of this contribution and the vital role the library plays in enriching local lives.

In *It's a Wonderful Bank*, George Bailey isn't just representing Legend Bank; he embodies the spirit of community banking itself—the unwavering commitment that keeps neighborhoods thriving. Through this visual, we reinforce the idea that banking is more than transactions; it's about relationships, trust, and uplifting the places we call home. Community Banks, like Legend Bank, are a lifeline to their communities, whether it's helping a small business grow, guiding a family through financial decisions, or supporting local initiatives that strengthen the community.

*In It's a Wonderful Bank, the ringing of a bell isn't just a nostalgic nod to the classic film—it's a powerful symbol of the impact community bankers make every day. Each time a bell rings, represents a moment when a banker steps in to meet a need, in this case through the presentation of the donation to the library.*

## *See the Success: Results & Visuals (cont.)*



### **Check Presentation Attendees**

#### **Delta County Chamber Members**

Ashley Pittman  
Brenda Stewart  
Jerry Williams  
Kenneth Rutherford  
Keri Fouse  
Tami Springett – Chamber Secretary  
Welton Pickering – Chamber President

#### **Library Members**

Benny Lovell – Library Member  
Julie Lovell – Library Member  
Kevin Carter – Library Member  
Louise Skinner – Library Member/Volunteer  
Marcia Lair – Library Member/Volunteer  
Mary Inmon – Library Member  
Tyler Barcela – Library Member  
Wanda White – Library Member

#### **Library Personnel**

Jan Moore – President of the Library  
Larry Stowers – Secretary of the Library  
Lisa Carter – Treasurer of the Library  
Marlana Detheridge – Librarian  
Tina Rainey – Librarian

#### **City Officials**

Darren Braddy – Cooper Mayor

#### **Legend Bank Personnel**

##### **Cooper Branch Staff**

Jerimy Bell - Cooper Branch President, SVP  
Carrie Ingram – Cooper Branch Manager  
Samantha Williams – Cooper Loan Assistant

##### **Executive Management**

Matt Brown, East Regional President, EVP  
Mindy Monroe, South Regional President, EVP  
Toni Lucky, Chief Retail Officer, EVP

**Legend Bank Officers from Operations & Mortgage**





## IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

# Our Achievements: What We Accomplished

- ✓ Achieved the goals established for the *It's a Wonderful Bank* Christmas video.
- ✓ Launched a comprehensive marketing campaign to promote and spread awareness of our video
- ✓ Achieved record success on views and met our goals outlined for the video
- ✓ Awarded the 2024 Legendary Legacy Fund donation

## Marketing Channels

We took a comprehensive approach in our marketing for our Christmas video. Our campaign included traditional marketing as well as social and digital advertising utilizing the following channels:

### Digital

- Digital ads in our local online publications and digital advertising in our communities
- Social media posts and ads
- Online banking and mobile app ads
- Website banner ads
- *It's A Wonderful Bank* web landing page
- Email signature graphics for our employees
- Desktop wallpaper graphic for our employee computers
- Electronic signs at our branches with digital signage
- Email marketing



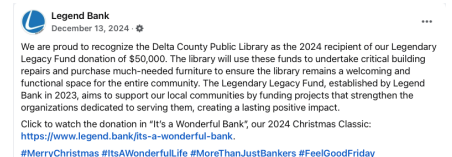
Digital advertising



Landing Page



Desktop Wallpaper



Post announcing donation.



## IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

### Our Achievements: What We Accomplished (cont.)



Print ads in various local newspapers

### Marketing Channels (cont.)

#### Traditional

- Print ads in our local newspapers with a QR code to watch the video.
- Christmas cards with a movie ticket inserted with the card.
  - Ticket included a QR code to watch the video.
- Branch flyers with a movie ticket with a QR Code to watch the video



Christmas card and movie ticket insert



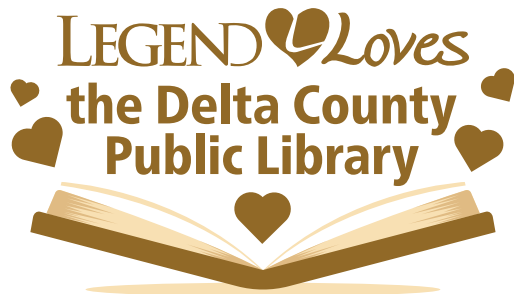
Email Marketing Graphics





## *Our Achievements: What We Accomplished* (cont.)

### Legendary Legacy Fund 2024 ANNOUNCEMENT



We were proud to recognize the Delta County Public Library as the 2024 recipient of our Legendary Legacy Fund donation of \$50,000. The library will use these funds to undertake critical building repairs and purchase much-needed furniture to ensure the library remains a welcoming and functional space for the entire community. The Legendary Legacy Fund, established by Legend Bank in 2023, aims to support our local communities by funding projects that strengthen the organizations dedicated to serving them, creating a lasting positive impact.

*"Legend Bank's Board of Directors decided a few years ago to start a program that goes beyond our normal giving to community causes. It is great to support all of the things happening in our communities, but we wanted to do something more that would make a big difference. The result was the creation of the Legendary Legacy Fund. Each year, we look throughout the markets we serve to find a cause to donate \$50,000 towards. Our bankers will nominate worthy causes, and a committee will review each application and choose the recipient of the Legendary Legacy Award. In 2024, our committee chose the Delta County Library in Cooper, Texas. The funds will go toward needed renovations of the library's building and aid the library in its mission of giving the people of Delta County a place to discover new things, learn the unknown, escape into fictional adventures, and grow as a person. Please support your local library in your town. They are vital."*

Jay Bearden, Legend Bank CEO/President

