

LEGEND BANK **BANK HARD**

Turning Christmas Creativity into Community Impact

IBAT BEST OF COMMUNITY BANKING AWARDS
MARKETING CATEGORY

Program Summary

Bank Hard, Legend Bank's 2025 Christmas video, transformed our holiday movie tradition into a high-impact marketing campaign that combined entertainment, employee engagement, customer education, and community impact. Through a creative action-parody film, the campaign reinforced the value of community banking while delivering a message around protecting customers finances.

The video also served as the platform for announcing our 2025 Legendary Legacy Fund contribution. This program launched in 2023 and awards \$50,000 annually to a nonprofit partner, totaling \$150,000 in community investment over three years. In 2025, the fund supported the YMCA of Wichita Falls and the development of the Vicki and Jim McCoy Aquatics Center, an initiative focused on expanding water safety education, youth programming, and wellness opportunities for families and seniors.

The campaign achieved exceptional engagement, with the launch post generating significantly higher views, interactions, and click-through activity than typical content during the same timeframe, clearly demonstrating its strong audience resonance and overall impact.

In addition to the main video, a bloopers reel extended audience engagement and showcased the personality and culture behind the project making the initiative both memorable and fun.



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IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

Statement of Goal / Program Objectives

The goal of the Bank Hard Christmas video was to develop and execute a comprehensive, integrated marketing campaign anchored by a creative and engaging holiday movie parody. The campaign brought together Legend Bank employees and YMCA staff to tell a fun, memorable story while announcing the 2025 Legendary Legacy Fund contribution to support the YMCA of Wichita Falls Aquatics Center. Through this campaign, Legend Bank sought to connect entertainment with purpose, leveraging storytelling across multiple channels to drive engagement, increase brand visibility, and highlight the YMCA's vital role in meeting community needs.

Legend Bank sought to:

- ✓ **Execute a multi-channel marketing campaign** anchored by a high-quality, creative video parody inspired by Die Hard, arguably a Christmas movie, depending on who you ask, that customers and communities would genuinely enjoy and want to share.
- ✓ **Drive measurable marketing success** by increasing engagement, reach, and interaction across digital, social, print and in-branch channels, ensuring the campaign significantly outperformed typical content during the same timeframe.
- ✓ **Reinforce the brand message** that community banking is personal, protective, engaging, and locally invested through consistent creative and fun storytelling across all marketing touchpoints.
- ✓ **Leverage storytelling as a marketing tool** to spark awareness around financial protection, customer security, and the value of trusted community banking relationships and account protection services.
- ✓ **Elevate awareness and visibility of the Legendary Legacy Fund** and our nonprofit partner, the Bill Bartley Family YMCA of Wichita Falls, through coordinated messaging and campaign promotion.
- ✓ **Strengthen internal culture and employee engagement** by involving team members in both the planning and execution of the campaign, including appearing in and supporting the movie.



LEGEND BANK **BANK HARD**

IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

Program Effectiveness

The Bank Hard campaign successfully delivered on all objectives, demonstrating both creative excellence and strong performance metrics.

These results confirm the campaign's ability to capture attention, drive interaction, and generate meaningful engagement well above typical content performance.

The program maintained a clear and consistent focus:

- Entertainment with purpose
- Awareness tied to action
- Creativity tied to community impact
- Account protection education through Treasury Management tools



Record High

views of any
Legend Bank
Christmas video

Date Range 11/26/25
thru 12/25/25

7,480 views

Total combined
views/visits on
landing page
and YouTube

5,316

Landing Page Views

2,164

YouTube Views



LEGEND BANK BANK HARD

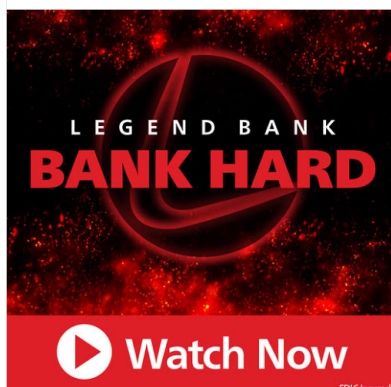
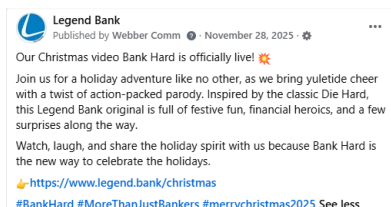
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Program Effectiveness (cont.)



Social Results

Date Range 11/26/25 thru 12/25/25



The Bank Hard campaign generated strong audience engagement and community interest throughout the holiday season, with the November 28 launch post standing out as one of the campaign's most effective pieces of marketing social content. At the post level, the launch content performed particularly well in views, clicks, and shares compared with other posts during the same time frame, demonstrating the campaign's ability to not only capture attention but also drive meaningful interaction and sharing.

The campaign's reach expanded further through boosted post support, which significantly amplified overall visibility and engagement. To present results clearly and accurately, we evaluated organic post performance separately from boosted totals, allowing both day-to-day engagement and paid boosting to be understood on their own.

Organic/Post-Level Results

Using non-boosted post comparisons from the same timeframe, the "It's Live" launch post outperformed the average of comparison posts in several key categories:

Views: 7,087 vs. 3,318 average

Clicks: 316 vs. 2 average

Shares: 18 vs. 2 average

Overall, the organic launch post was particularly effective at driving traffic, interest, and sharing behavior, indicating strong audience engagement with the campaign content.

7,087 views **316 clicks**

2,098 reached **18 shares**

42 reactions **1 comments**

Boosted/Amplified Results

The "It's Live" post was also supported through targeted boosted promotion, which expanded its reach and visibility beyond organic performance and helped extend the campaign to a broader audience.

Because boosted performance is influenced by differences in targeting, audience size, and budget, these results are presented separately and are not directly compared to other posts to provide a clear and accurate view of performance.

58,101 views **1,467 clicks**

25,233 reached **27 shares**

236 reactions **7 comments**

Together, these results demonstrate the campaign's ability to generate both strong organic engagement and meaningful expanded reach.



LEGEND BANK BANK HARD

IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

Community Impact



The campaign highlighted a \$50,000 Legendary Legacy Fund donation to the YMCA of Wichita Falls, supporting the development of the Vicki and Jim McCoy Aquatics Center.

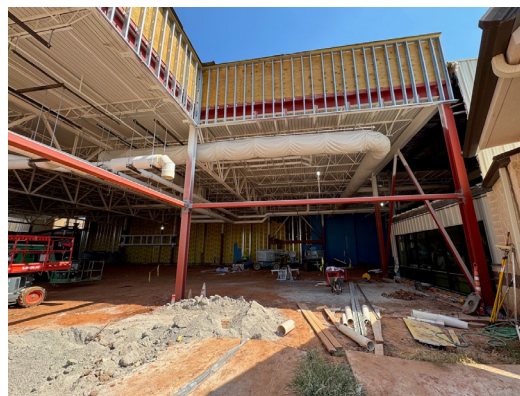
As outlined in the information provided by the YMCA, this project will:

- Expand water safety education (critical as drowning is a leading cause of childhood injury)
- Provide access to recreation and wellness programs for all ages
- Support youth development and family engagement
- Serve seniors through aquatic fitness programming
- Create a lasting facility that benefits the Texoma community

This brought total giving through the Legendary Legacy Fund to \$150,000 over three years, reinforcing Legend Bank's long-term commitment to its communities.



Aquatic Center renderings



YMCA Construction



Ricky and Becky at YMCA



LEGEND BANK **BANK HARD**

IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

Steps in the Process Toward the Goal

The development and execution of Bank Hard followed a comprehensive, in-house creative and marketing process designed to maximize both reach and impact.

Step 1

Concept Development

- Selected a recognizable action-movie parody theme to drive audience appeal and shareability
- Aligned concept with brand messaging, customer protection themes, and community storytelling

Step 2

Scriptwriting & Messaging

- Developed a storyline that blended humor, entertainment, and education
- Incorporated bankers and leadership members of the YMCA to include treasury management account protection services and community impact messaging
- Structured narrative to highlight the Legendary Legacy Fund and YMCA partnership



DISCLAIMER

In the spirit of Christmas cheer,
A few things I'd like to make clear.
For our spoof, the actors – unpaid,
Volun-told, but they still played.

Their images, they did agree,
To be used for all to see.
A lawyer confirmed this parody right,
No profit made, just festive delight.

No actors harmed, no funds gone astray,
As Wichita Falls YMCA and Legend Bank would say.
We uphold standards, violence we shun,
Bystanders and volunteers, safe everyone.

If you're still with us, we thank you dear,
Your support makes our holiday cheer.
This project's success, both fun and true,
Is all because of wonderful you.

Opening Credits



LEGEND BANK BANK HARD

IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

Steps in the Process Toward the Goal (cont.)

Step 3

Employee Engagement & Casting

- Featured employees and executives across departments
- Strengthened internal culture by engaging staff as active participants

Cast and Crew

Shea Rutherford, Treasury Management Officer – McClane

Jeff Brooks, Chief Lending Officer, EVP – Hans Gruber

Les Bankhead, CAMS, BSA Officer, VP – Hans' Henchman

Keith Pace, Chief Credit Officer, EVP – Hans' Henchman

Evan Hughes, CRC, Credit Analyst Manager, VP – Heinrich

Jay Bearden, CEO/President – Bank President

Ricky Taylor, Wichita Falls Branch President, SVP – Banker 1

Vanessa Moreno, Human Resources Specialist – Banker 2

Betty Wolf, Portfolio Manager, AVP, Wichita Falls – FBI

Lois Harris, Special Assets Representative, AVP – FBI

Brandon Hill, Special Assets Manager, VP – FBI

Decorating Crew

Amanda Baker, Executive Assistant

Jennifer Clark, Marketing Officer

Jody Andrews, Director Project Management, SVP

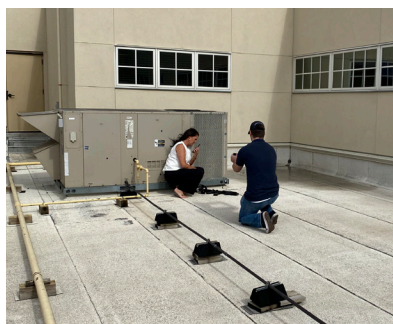
Santana Gilreath, CRCM, CAMS, Sr. Risk Management & CRA Officer, SVP

Randi Mitchell, CFMP, Marketing Director, SVP

Director, Producer & Cinematographer

Jack Enright, Technology Innovation Specialist

Plus numerous bankers that served as extras and helped bring the film to life.





LEGEND BANK BANK HARD

IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

Steps in the Process Toward the Goal (cont.)

Step 4

Production & Filming

- Coordinated filming across teams and locations
- Collaborated directly with the YMCA to integrate their non-profit into the storyline
- Ensured high production quality through careful planning and execution



Step 5

Post-Production & Content Expansion

- Delivered a professionally edited, cinematic final video
- Created a bloopers video to extend engagement and showcase team culture



LEGEND BANK BANK HARD

IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

Steps in the Process Toward the Goal (cont.)

Step 6

Integrated Marketing Campaign Execution

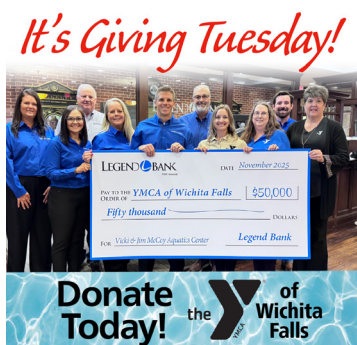
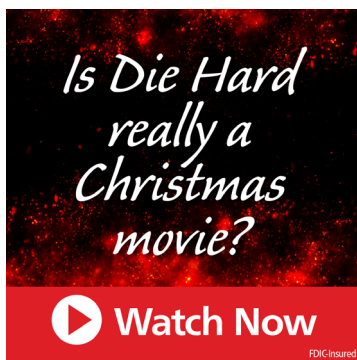
To fully maximize visibility and engagement, Legend Bank executed a comprehensive, multi-channel marketing campaign, promoting both Bank Hard and the YMCA partnership across digital, print, social and in-branch channels.

Digital

- Website homepage banners, landing page, and featured video content
Click here to visit www.legend.bank to watch our video!
- Online banking and mobile app ads (banner, sidebar, and interstitial placements)
- Email marketing to customers
- Employee announcements, including bank-wide announcements and email signature graphics
- Intranet graphics and employee desktop graphic
- YouTube video page

Social Media Campaign

- Multi-week content calendar including teasers, launch, donation announcement, bloopers, and follow-up posts
- Platform-specific creative for Facebook and YouTube
- Content tied to key moments such as Giving Tuesday and YMCA support



Social Posts



Desktop Wallpaper



Landing Page



Digital Advertising



LEGEND BANK BANK HARD

IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

Steps in the Process Toward the Goal (cont.)



Print ads in various local newspapers

Integrated Marketing Campaign Execution

Paid & Digital Advertising

- Digital ads across local news publications in our communities as well other online sites and apps
- E-news placements and banner ads promoting the video and donation

In-Branch & Customer Touchpoints

- Electronic Message Center digital signage at branches with outdoor signs
- Flyers, ticket-style handouts, and QR code-driven materials
- Christmas cards with ticket inserts with a QR code to watch the movie

Print & Community Media

- Newspaper advertisements across multiple community publications
- Local market customization to highlight the YMCA partnership

This integrated strategy ensured consistent messaging and multiple touchpoints across every customer interaction channel, significantly expanding the campaign's reach and reinforcing its impact.



Electronic Message Center Digital Signage



Christmas card and movie ticket insert





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Steps in the Process Toward the Goal (cont.)

Step 7

Campaign Launch & Ongoing Promotion

- Coordinated launch timing across all platforms to maximize visibility
- Supported campaign with continued social media engagement, including the bloopers release and YMCA donation promotion
- Maintained momentum through consistent content and messaging throughout the holiday season

Was the Project Created and Managed by the Bank?

Yes. The Bank Hard Christmas video was created, developed, and executed by Legend Bank's internal team.

Key elements led and managed by the bank:

- Creative concept and campaign strategy
- Scriptwriting for the movie and all marketing message development
- Employee casting and coordination
- Project management and production oversight
- Marketing distribution and campaign execution

Involving team members in both the planning and execution of the campaign, including appearing in and supporting the movie reinforced our goal to strengthen internal culture and employee engagement.

The collaboration between bank employees and the YMCA during this campaign reflected our community partnership.



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Program Summary, Effectiveness & Results

Bank Hard represents what community banking marketing can be at its best, creative, engaging, and deeply rooted in making a meaningful difference. The Bank Hard campaign successfully delivered on its core objectives through a high-quality, fully integrated marketing approach that combined creativity, storytelling, and community impact.

Creative Campaign Development & Execution

Goal: Execute a multi-channel marketing campaign anchored by a creative video parody

Achieved Through:

- Cinematic, high-quality Die Hard-inspired parody designed to entertain and engage
- Consistent creative direction that balanced humor with purpose
- Professional scripting, filming, and editing that elevated overall production value

Measurable Marketing Performance & Engagement

Goal: Drive increased engagement, reach, and interaction across all channels

Achieved Through:

- Strong organic performance, particularly in views, clicks, and shares
- High audience interaction and content sharing across social platforms
- Expanded reach and visibility through integrated campaign distribution

Brand Alignment & Messaging

Goal: Reinforce community banking as personal, protective, and locally invested

Achieved Through:

- Consistent messaging across video, social, digital, print, and in-branch channels
- Clear connection between marketing efforts and Legend Bank's mission
- Storytelling that reflects relationship-based, community-focused banking



LEGEND BANK
BANK HARD

IBAT BEST OF COMMUNITY BANKING AWARDS - MARKETING CATEGORY

Program Summary, Effectiveness & Results (cont.)

Customer Education & Awareness

Goal: Leverage storytelling to promote financial protection and security awareness

Achieved Through:

- Integration of treasury management and account protection messaging
- Education delivered through engaging, real-world storytelling
- Reinforcement of proactive financial security and trusted banking relationships

Community Impact & Legendary Legacy Fund Awareness

Goal: Elevate visibility of the Legendary Legacy Fund and nonprofit partner

Achieved Through:

- Prominent feature of the YMCA of Wichita Falls throughout the campaign
- Story-driven announcement of the \$50,000 contribution to the Aquatics Center
- Increased awareness of the YMCA's role in water safety, youth development, and community wellness
- Ongoing reinforcement of the bank's \$150,000 total investment over three years

Employee Engagement & Culture

Goal: Strengthen internal culture through employee involvement

Achieved Through:

- Active participation of employees across roles in both planning and production
- Inclusion of employees as on-screen talent, enhancing authenticity
- Additional content such as the bloopers video showcasing culture and teamwork