

ASAE Gold Circle Awards  
Banks Step Up video

**Association Name**

*NO ACRONYMS, PLEASE. List your organization how you would want it to be recognized if you win the award.*

American Bankers Association

**Association Website URL**

www.aba.com

**Mission Statement**

The American Bankers Association is the voice of the nation's \$21.2 trillion banking industry, which is composed of small, regional and large banks that together employ more than 2 million people, safeguard \$17 trillion in deposits and extend nearly \$11 trillion in loans.

Everything we do is driven by one thing: Helping our members serve their local communities and the broader U.S. economy. We provide the training, advocacy and unmatched industry expertise banks need to build a winning strategy for long-term success.

**Association Logo**

*Please upload your organization's logo. Please note this logo will be used for award recognition should your organization be selected as an award winner.*

**Is your organization an ASAE Member?**

Yes

**What is your organization's staff size?**

Large (50+)

**Is your organization planning to enter multiple Gold Circle Award entries?**

Yes

**How many entries does your organization plan on entering?**

6

**If your organization wins a Gold Circle Award, would you be willing to share your insights and best practices through articles, models & samples, virtual lunches, and educational sessions?**

Yes

**Entry Title**

*Name of the communication, publication, or program:*

Banks Step Up video

## Category

Video

## Project Budget

**Total: \$100,737**

- Video: \$44,737 (includes full-length video, one-minute video, 15-second video and media footage)
- Marketing: \$56,000
  - Social media: \$11K
  - Digital geofencing: \$40K
  - AmericanBanker.com: \$5,000

## 2020 Response

*Was this project created or altered as a result of the unique events that occurred in 2020?*

Yes

## Project Overview

As the coronavirus pandemic started to take shape in the U.S. in late February 2020, impacting communities across the country, America's banks began making the health and well-being of their employees and customers their top priority. By early March, banks of all sizes started taking steps to assist their employees, customers and communities facing one of the greatest health and economic crises in our history.

Banks sprang into action, setting up hardship programs, waiving fees, deferring loan payments and providing temporary credit lines. They helped customers use mobile and digital banking platforms, expanded drive-through and ATM operations and provided information about pandemic-related scams. In late March, the nation's largest economic stimulus package was signed into law, and banks began delivering desperately needed funding to small businesses through the SBA's Paycheck Protection Program.

As ABA continued to coordinate with federal agencies and other financial services trades on the industry's response, policymakers began asking what banks were doing to help customers affected. To be responsive, ABA asked its members to share their stories and we began compiling a list of the banks' actions to help their employees, customers and communities. We created a webpage, which generated positive coverage in the press and was welcomed by policymakers.

As we learned even more about how banks were responding to the pandemic, we knew the best way to tell the story was to create a video documenting their incredible efforts. We collected more examples and stories from our members, which we compiled with TV and radio interviews of bankers and customers, to create the "Banks Step Up" video. The video tells the story of how, during the first few months of the pandemic, bankers worked overnight to process PPP applications to help business owners get this critical funding. It also gives a

glimpse at the many other ways bankers have supported their customers and communities, helping demonstrate to policymakers, the media and the public the tremendous response from our nation's banks.

## Goals/Objectives

As the spokesperson for the entire banking industry, our goal was to produce a video that would tell a compelling story about how banks of all sizes were stepping up to support their employees, customers and communities at this time of crisis. In particular, we wanted to capture the extraordinary measures that banks and their dedicated employees took to support small businesses with PPP lending during the first few months of the pandemic. We wanted to show that banks were doing their part to help limit the economic damage from the pandemic and spur the recovery.

According to the Treasury Department, the PPP program has helped save more than 50 million jobs, which represents more than 75% of small business payroll in the U.S. During the first round, at the time we were creating our video, nearly 5,000 lenders across the country provided almost 1.7 million small businesses with \$349 billion in loans—in less than two weeks. As of January 2021, America's banks have facilitated 89% of all PPP loans (4.6 million) worth nearly \$500 billion (95% of PPP dollars) for struggling small businesses, directly supporting 48 million jobs. Additionally, more than 75% of the government's economic impact payments were directly deposited into recipients' accounts at financial institutions.

Specific project objectives were to:

- Incorporate banks of all sizes—small, midsize and large—and show geographic diversity.
- Include small business owners on camera giving firsthand accounts of how their banks helped them, illustrating the positive impact to their businesses and employees.
- Execute a far-reaching paid social media campaign on Twitter, Facebook and LinkedIn, targeting policymakers on the Hill and in government agencies such as SBA, FDIC and Treasury, and bankers across the industry. Get a minimum of 500K impressions and 200K views of the video.
- Execute YouTube instream campaign and get 50K views.
- Encourage members banks and state associations to share the video through their channels.
- Implement a marketing plan including communications about sharing the video and tools for bankers to share and download the video.
- Create shorter versions of the video for social media and digital campaigns and have those ready no later than end of June.
- Create a compelling video that our members and state associations would want to share and that reminds bankers why they should be proud to represent the industry.
- Generate buzz and/or positive feedback from policymakers, including social shares, and position for earned media in a major news outlet.
- Incorporate into ongoing Hill digital geofence campaign as pre-roll video (:15). Get 1.6M impressions and a click through rate (CTR) above the industry benchmark of .07-.10%
- Drive traffic to [aba.com/BanksStepUp](http://aba.com/BanksStepUp).

## Strategy/Tactics

A comprehensive marketing plan was created for the video launch on May 20, 2020. Our strategy included sharing the video one day beforehand with key stakeholders, including featured banks, ABA's Board, state bankers associations and bankers on ABA's councils and committees. We created excitement for the launch and got this important group geared up to help amplify the video right out of the gate. We shared details about our plans, and provided instructions on how they could share the video through their communication platforms and amplify ABA's social media posts and tweets.

A summary of our marketing strategy and plan is below.

### Prior to launch

- Post full-length video to our coronavirus response webpage and create a vanity URL, [www.aba.com/BanksStepUp](http://www.aba.com/BanksStepUp). Host video on YouTube and embed to play directly on the page

#### *Video description:*

The COVID-19 pandemic has put the two million dedicated women and men who work in banking to the test. They have responded by standing by their customers and serving as a critical delivery system for government relief programs. The most gratifying response has come from customers.

- Create one-minute video for social media
- Develop a plug-and-play social media toolkit for banks and state associations to download videos and get turnkey posts to use in their own channels

### May 19 (day before launch)

- **Board preview:** ABA CEO Rob Nichols shows video during Board meeting. Follow up email with link to video.
- **Email to participants:** Email from ABA Chief Communications Officer Peter Cook to banks featured in the video thanking them for participating. Include video link, instructions for accessing and sharing it, and how to tag ABA in any social posts using #AmericasBanks
- **Email to ABA Councils and Committee members and State Association executives:** Preview of the video and instructions for accessing and sharing it
- **Pitch to reporters:** Ben White at POLITICO for coverage in Morning Money

### May 20

- **Aba.com:** Post on homepage as the featured video
- **ABA Daily Newsbytes:** Lead story in email bulletin sent to 80K bankers
- **Organic social media:** Post on all ABA channels: Facebook, Twitter, LinkedIn, Instagram
- **Networking sites:** Posts on ABA Marketing Network and Bank Operations Network
- **Coronavirus Banking Topic page; 'About Us' nav bar:** Featured item for 1-2 months
- **ABA Staff:** Banner on intranet and email to employees encouraging them to share the video

- **Paid social media:** LinkedIn (Hill and bankers); Facebook (bankers); Twitter (Hill). Goal is awareness
- **YouTube:**
  - Paid instream campaign with one-minute video at launch
  - Featured video on ABA's channel
- **Social media toolkit:** Update America's Banks toolkit with sample posts and videos for banks and state bankers associations

#### May 22 – forward

- **Tools & Resources bulletin:** May 22 feature story; 15K subscribers
- **Communications Resources bulletin:** June 15 story; 7,800 subscribers
- **:15 video:** create version for pre-roll in Hill digital campaign, social media, YouTube instream. Launch 6/15
- **AmericanBanker.com:** 6/22-7/22 outstream video; appears as people scroll down the mainstream editorial content pages.
- **Hill geofence campaign:** Incorporate :15 video when ready
- **Aba.com/AmericasBanks:** When new campaign website launches 7/20, post on homepage and U.S. page

#### **Success Metrics/Results Achieved**

The video was a significant accomplishment for ABA in 2020. It was widely shared on social media, online and in digital efforts. Success can be seen by metrics including **1,232,592 impressions** and **618,479 views** on social media and **1.6 million impressions** from our digital campaign targeting policymakers. Perhaps one of the best measures of success was the tremendous feedback received from ABA members. Here are a few examples:

*"Thank you for including our photo, but more importantly, producing this moving message illustrating what has been happening in all banks across the country over the past 6 weeks! Proud be a banker and ABA member. Very well done."*

-Ray Thompson, Taylor Bank, MD

*"Well done, ABA!!!!!! Pass the Kleenex, please."*

-Karen Armstrong, New York Bankers Association

*"Great stuff. Well done, to you and your team. Full steam ahead."*

-Luke Bernstein, Orrstown Bank, PA

*"Wow!! That is REALY impressive! Thank you SO MUCH for taking the lead - as usual - on this very important production."*

-Roger M. Beverage, Oklahoma Bankers Association

*"This is awesome. It captures the amazing work done by our banks to help our customers and communities."*

-Gregg R. Tewksbury, New Hampshire Mutual Bancorp

*“Thank you Peter and team - honored to be included. We will share this week! Love the video and message that it shows. I appreciate the team taking the time to include such a variety of clips, audio and photos from banks throughout the nation – very well done!”*

-Andrew Fortin-Trimble, Skowhegan Bank

Additional metrics demonstrating the project’s success against established objectives:

- Incorporate banks of all sizes—small, midsize and large—and geographic diversity
  - **40 banks** representing **25 states** featured
- Include small business owners to help tell the story
  - **12 business customers and their employees** featured
- Execute a far-reaching paid social media campaign on Twitter, Facebook and LinkedIn, targeting policymakers and bankers
  - **705,654 impressions** from social media, exceeding goal of 500K
  - **464,377 video views** on social media, exceeding goal of 200K
- YouTube instream campaign: **526,938 impressions** and **154,102 views**, exceeding goal of 50K views. **968 clicks** to [aba.com/BanksStepUp](http://aba.com/BanksStepUp)
- Provided videos and social media posts to members. Shared links to our posts and encouraged sharing. (see examples in PDF)
- One-minute and 15-second versions created for social media. One-minute video done by launch; 15-second version completed on schedule by 6/15
- Generate buzz/social shares from policymakers. Earned media in a major news outlet
  - Retweet from Senate's Small Business Committee
  - Featured in POLITICO’s Morning Money 5/20:  
  
FIRST LOOK — Via the ABA: “Using pictures and customer testimonials from banks across the country, it tells the backstory behind the 4.3 million PPP loans now approved and the dedicated bank employees who helped make it happen”
- 15-second video incorporated into Hill digital campaign 6/15-7/31. Met goal of **1.6M impressions**. **3,068 clicks** to [aba.com/BanksStepUp](http://aba.com/BanksStepUp) and a **click-thru rate of .18%**, exceeding industry benchmarks of .07-.10%
- Drove traffic to [aba.com/BanksStepUp](http://aba.com/BanksStepUp). Between 5/20 - 7/15, we saw **47,560 unique webpage views**
- **7,939 views** of the video on our website

**Project image**



**What is the URL for this entry?**

[aba.com/BanksStepUp](http://aba.com/BanksStepUp)

**Is a username and password required to view the supporting material?**

No

**Instructions**

*Please list instructions that judges will need to view your entry. Judges will not score entries they cannot access.*

n/a

**Would you like to add an additional URL?**

No