



“Why Banking” Video: Synopsis

The Pennsylvania Bankers Association (PA Bankers) created a “Why Banking” video (with both a 30-second and 2-minute version) to address one of the biggest challenges among its membership and the industry – specifically, how to engage, recruit and retain the next generation of bankers.

With a limited budget of \$25,000* for both the creation of the two video versions and their distribution, PA Bankers conducted a casting call among its membership and selected 7 bankers to tell their stories. The association used GK Visual to videotape on-site interviews of the bankers and TFM Advertising/Gavin to develop a “Why Banking” landing page. Then, they utilized the remainder of the budget to conduct a three-month social media campaign (Aug. 29-Nov. 29, 2016) using [#Bank4theFuture](#) and driving traffic to the [“Why Banking” page](#).

The campaign used strategic messaging and engaging images to share the 30-second version of the video via social media to a highly targeted demographic of 21-34-year-old Pennsylvanians with specific interests aligned to the field. It encouraged audience participation via ad clicks and user video views. By driving website visits to the [dedicated campaign landing page](#), which includes the two versions of the video, information about the industry, links to job sites and available training, the initiative drove awareness of and interest in the various careers available in the banking field.

PA Bankers also pushed out the campaign to its membership via email and created a toolkit with suggested uses for the video, including the offer to customize it by bank for use in local recruitment efforts. Several banks requested copies of the video to use at job fairs and with high school and college visits.

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