

GRAY LAS VEGAS CASE STUDY:

Valley Bank of Nevada: Local Business Building Brand Awareness

THE PROBLEM:

With community at the core of its values, Valley Bank of Nevada was looking to get involved in a local project to build brand awareness and give back. The Las Vegas bank also wanted to create a brand awareness campaign to show other valley businesses the support they could offer. When first approached by Gray Las Vegas, their goal was to highlight how they helped local businesses through good times and bad.

When Valley Bank of Nevada got involved with FOX5's **Super Build**, a community outreach program that partnered with Habitat for Humanity, they discovered that working with Gray Las Vegas connected them with a team of strong storytellers and marketers. Thanks to this connection, Valley Bank decided to have Gray Las Vegas create a commercial that would focus on a specific initiative designed to generate new customers. Most notably, they wanted to let the community know how they were assisting in keeping businesses open through the Paycheck Protection Program (PPP) loans.

The execution of this commercial offered two unique challenges. First, filming during COVID-19. The team needed to maintain

social distancing and other protective cleaning measures while still putting together a high-quality commercial. Second, they wanted to be sure that they were airing the commercial during programming that business leaders watched. Gray Las Vegas was able to shoot the commercial safely, and air it during FOX5 News where they could reach their target audience.

With a clear understanding of precisely what the Valley Bank team needed, Gray Las Vegas could deliver.

"One tip I would give other businesses with similar needs is to clearly identify your 'why.' What are you looking to gain from this project and partnership? Be sure to convey your 'why' to your representatives at Gray Las Vegas. They want a win-win situation, and they will work hard to achieve your goals."

- Julie Goe, Marketing Director at Valley Bank of Nevada

THE PROCESS:

Valley Bank of Nevada became part of FOX5's Super Build community outreach program. The program helps raise awareness and provides home ownership for those in need in Las Vegas. To support the initiative, Valley Bank helped Habitat for Humanity Las Vegas build a home for a local veteran. With the help of Gray Las Vegas, they created on-air promotions, digital elements and social media posts to maintain a strong presence while providing an essential service to the community.

After Super Build wrapped up, Valley Bank tapped FOX5 to create a commercial for them. The commercial highlighted Valley Bank's commitment to its clients during both the recession and the unique challenges of COVID.

Valley Bank is a true partner in the community that helped local businesses and families survive financially throughout these economic downturns. The commercial focused on a message of hope and survival. Throughout the pandemic, many companies have struggled to thrive, and the commercial served to remind them that they can turn to Valley Bank of Nevada when they need help.

Communication, as always, is a critical part of the process. Before each Super Build LIVE shot or commercial shoot, the Gray Las Vegas team scheduled conference calls to discuss talking points and logistics. This allowed them to be sure they were hitting all the areas that Valley Bank of Nevada wanted to cover in their message.

Gray Las Vegas put together a list of clients that Valley Bank helped through the PPP loan process. Three familiar faces in the local community, Anderson Dairy, Mesa Dental, and NDX LLC participated in the campaign. Weaving their testimonials into Valley Bank's commercial showed how they helped businesses navigate during uncertain times.



Super Build LIVE Interview



Valley Bank of Nevada Super Build Spot

THE RESULTS:

Valley Bank of Nevada produced a 30-second commercial with a TV schedule that hit high profile areas. The team saw tremendous results from its advertising efforts, including a substantial increase in overall brand awareness.

"Our clients have commented that they have seen our commercials! People who had not previously heard of us are now aware of us," says Goe. "Recently, I had a woman who sells billboard space call me because she saw our TV commercial and thought we were brand new to Las Vegas because she had never heard of us before. On a separate note, I sat in on an advertising webinar by TVB, and they used our TV commercial as an excellent example of how to properly advertise to clients during the pandemic."

Valley Bank has plans to continue its brand awareness campaign, especially as local businesses continue to have unique needs due to the pandemic.



Valley Bank of Nevada®



Valley Bank of Nevada Survive Commercial

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