

# Epping and Districts Financial Services Case study

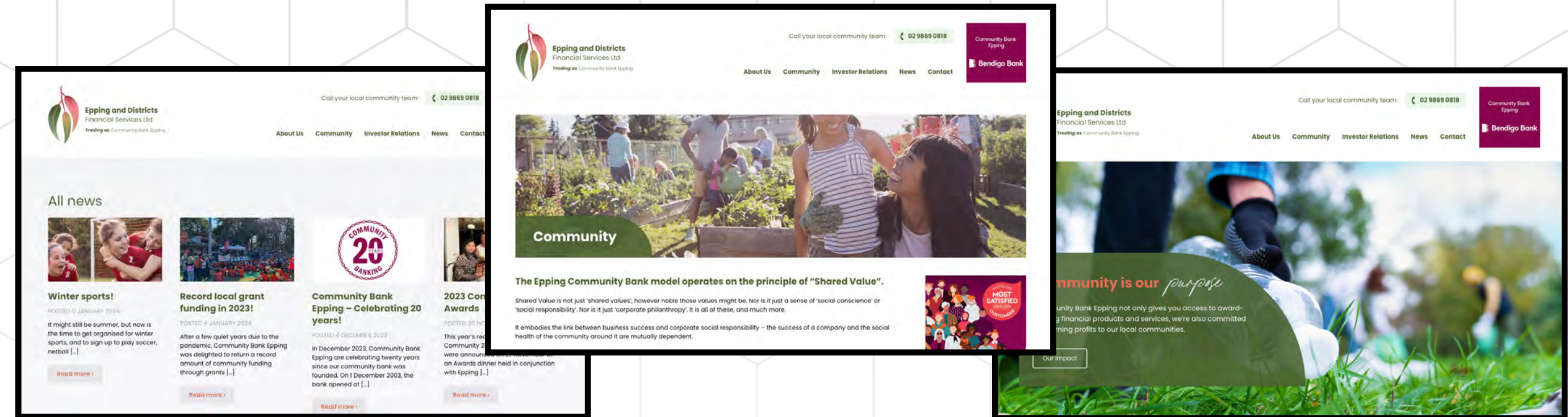
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**Client:** Epping and Districts Financial Services, Bendigo Bank

**Industry:** Banking and Finance

**Target audience:** Community leaders, organisation administrators, shareholders, customers, and board members

**Services:** Website Design, Build and Launch



## Overview

Epping and Districts Financial Services (EDFS), trading as Bendigo Community Bank Epping is a local franchisee bank branch of Bendigo and Adelaide Bank. Bendigo and Adelaide Bank has assets under management of more than \$71.4 billion and market capitalisation of around \$3.3 billion. They are one of Australia's biggest banks, with more than 7,000 employees helping over 1.9 million customers achieve their financial goals. As one of Australia's biggest banks and most trusted brands, Bendigo Bank has delivered many firsts over the years.

## Scope

EDFS required a dedicated website to promote local community activities, sponsorships, and inform visitors about the local board, company history, and achievements. While the site needed to drive traffic to Bendigo Bank services, EDFs was restricted from directly promoting banking services and had to maintain the integrity of Bendigo Bank's corporate brand. Cyrius was tasked with designing a website that reflected EDFs's unique identity, while incorporating references to the bank, ensuring balance between the two brands.

Talk to us about a project – Call Stefan [info@cyrius.com.au](mailto:info@cyrius.com.au)

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# Epping and Districts Financial Services

## Case study

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### Objectives

The primary objectives of the Epping and Districts Financial Services (EDFS), Bendigo Bank website design and build were to showcase local community activities and achievements, increase outreach to local organisations for sponsorships, and encourage branch engagement. The goal was to develop a local database for electronic communications, while ensuring the website reflected the bank's community-oriented values. It needed to present a professional image, appealing to local community leaders, potential customers, board members, and local families, so the branch was aligned with the parent Bank.

### Solutions

We reviewed the externally designed EDFS logo to ensure brand consistency and alignment with objectives. We then integrated the logo and brand assets into a website design using Figma, featuring only EDFS content that highlighted community activities and news. All Bendigo Bank references were incorporated via approved banner ads linking to Bendigo's main site, while showcasing the local Community Bank logo. We also implemented strategies to grow a local database for EDM communications and developed a user-friendly website that showcased EDFS's community involvement, with a simplified CMS for EDFS committee members.

### Outcome

The new website elevated the positioning of the local branch within the community and provided a hub to promote all branch activities and drive traffic from social media. With the new mailing list, the branch was able to reach out to organisations in the local community, inform them of the grants program and get them to understand the EDFS business. Since launching, the branch has broadened its reach by attracting more grant applications from organisations who hadn't previously heard of EDFS. This led to the branch handing out more than a million dollars in community grants since the site launched.

### What they said:

*"The Cyrius team's creativity, knowledge, and experience with marketing, digital media, events management, and community engagement has been a great asset to our business. They continue to provide a wide range of valuable services to our business."*

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Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

*We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.*

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