

Bendigo Bank Epping Community Video

Case study

cyrius

Client: Bendigo Bank

Industry: Banking

Target audience: Local Community,
Potential Customer, Stakeholders,
Community Groups

Services: Concept Development,
animation, Film editing, Filmography,
Video editing, Videography



Overview

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

Bendigo Bank Epping wanted to mark the launch of its new premises with a high-energy sizzle video that reinforced its deep ties to the local community. As the only bank in Epping, it aimed to highlight its modernised presence while strengthening its position as a trusted financial partner. The video needed to showcase the bank's ongoing support for local groups and businesses, creating a compelling narrative that would engage existing customers and attract new ones.

Talk to us about a project – Call Stefan info@cyrius.com.au

02 9877 5544 / 0408 868 292

Bendigo Bank Epping Community Video

Case study

cyrius

Objectives

The key objectives were to reposition the bank as a modern, community-focused institution, generate excitement around the new premises, and strengthen local connections. The video needed to capture the bank's leadership role in Epping, demonstrating its commitment to supporting the community. It also had to be dynamic, engaging, and optimised for multiple platforms, ensuring maximum reach across social media, email marketing, and in-branch displays.

Solutions

We developed a high-energy, visually compelling sizzle video blending live-action footage, motion graphics, and interviews with community leaders. The production featured engaging shots of the new premises, interactions with local businesses and groups, and customer testimonials. Smooth animations and branded overlays reinforced key messages, while upbeat music and crisp editing kept the energy high. The final video was optimised for social media and email marketing, ensuring broad distribution and engagement.

Outcome

The campaign successfully positioned Bendigo Bank Epping as a thriving, community-first institution. The video resonated with customers, stakeholders, and local businesses, reinforcing trust and credibility. It generated strong online engagement, with high viewership and positive feedback across social media and email channels. The bank saw increased customer activity, including more walk-ins and appointment bookings. By combining authentic storytelling with professional production, the campaign effectively reintroduced Bendigo Bank Epping to the community and strengthened its local presence.

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."

cyrius

Simplify. Amplify.

Visit our website for more information:

[cyrius.com.au](https://www.cyrius.com.au)



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.

Email
info@cyrius.com.au

Phone
02 9877 5544 / 0408 868 292