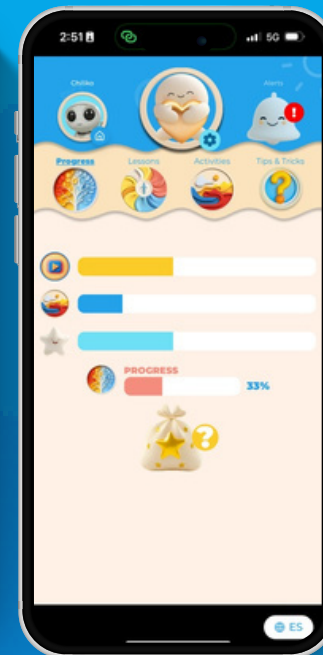




Learn More

A woman with a colorful, patterned headwrap and a denim jacket is looking down with a sad expression in a brightly lit toy store aisle. She is holding a Barbie doll in her hands. The background is filled with shelves of various toys, including action figures and dolls, creating a bokeh effect. The text "PARENTS, LET'S BE HONEST..." is overlaid in a yellow, serif font across the bottom of the image.

PARENTS, LET'S BE HONEST...

PHASE 1

HERO VIDEO LAUNCH (Video 1 — Kick-Off)

ASSETS

- 1:23 Hero Film
- 30s Cutdown
- 15s Cutdown
- 6s Bumper

ACTIONS

- Launch across all Union Bank social channels
- Boosted paid media targeting parents
- Feature on Union Bank website + app
- Play on branch screens

POST COPY

- Caption + jingle hook
- Include co-branded link:
- unionbanksite.hopeseed.io

SOCIAL MEDIA ROLLOUT

PLATFORMS

- Instagram
- Facebook
- YouTube
- WhatsApp Broadcast

FORMATS

- Reels / Shorts
- Stories
- Static thumbnails
- Carousel posts

CTA

- Open Union Infinity account
- Unlock Family Fun Pass

CONTEST LAUNCH

MECHANIC

- Record or take a picture
- Complete a Hope Seed activity
- Tag Union Bank + Hope Seed

ENTRY CONDITION

- Must hold Union Infinity account
- Must follow brands

WINNER LOGIC

- Most engagement (likes + shares)
- Jury selection optional



PHASE 2 & 3

VIDEO 2 SYNOPSIS

“Redeem Your Fun Pass”

PURPOSE:

- Drive activation of Hope Seed access after account opening.

NARRATIVE FOCUS:

- Parents discover that opening a Union Infinity account unlocks a Family Fun Pass, giving immediate access to safe, ad-free, age-tailored adventures at home.

THE VIDEO SHOWCASES:

- Easy redemption journey
- Tap-to-activate simplicity
- Instant weekend fun payoff
- Age-tailored experiences for different children

KEY MESSAGE:

- Opening the account is just the beginning, redeeming your pass unlocks the real family experience.

PRIMARY CTA:

- Redeem your Fun Pass

GTM ROLE:

- Post-account engagement
- Feature in email / SMS / app push
- Reinforces benefit utilization

VIDEO 3 SYNOPSIS

“Grow Their Savings. Unlock More Fun.”

PURPOSE:

- Encourage balance top-ups and sustained savings behavior.

NARRATIVE FOCUS:

- Parents learn that increasing their child’s Union Infinity balance doesn’t just build financial security, it unlocks the Hope Seed family experiences, rewards, and contest eligibility.

THE STORY CONNECTS:

- Smart saving habits
- Family bonding rewards
- Access to challenges
- Recognition opportunities

KEY MESSAGE:

- The more you grow their savings, the more family moments you unlock.

PRIMARY CTA:

- Increase your balance to qualify

GTM ROLE:

- Drives deposit growth
- Reinforces long-term engagement
- Links banking behavior to emotional reward



PHASES FUNNEL LOGIC

FULL VIDEO SEQUENCE

VIDEO 1 KICK-OFF

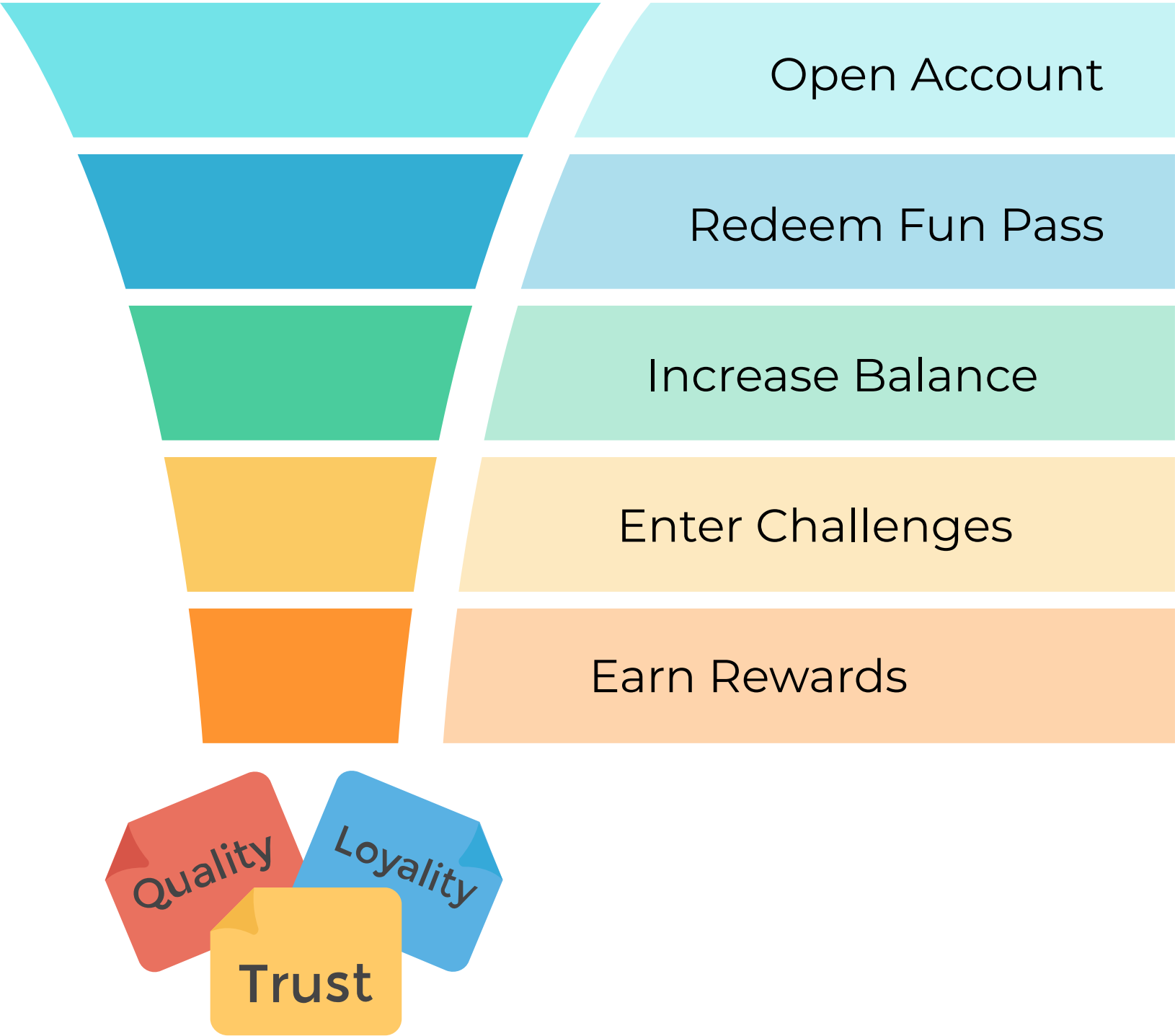
- Introduces family fun benefit
- Drives account opening

VIDEO 2 REDEEM

- Activates platform usage
- Drives pass redemption

VIDEO 3 GROW

- Encourages savings growth
- Unlocks rewards + contest entry



REWARDS



BRANCHES COMMUNICATION

