

BROADCAST CAMPAIGN • FINANCIAL SERVICES

# RBFCU

## Go Beyond Banking

A five-spot broadcast campaign for one of Texas's largest credit unions. Produced, edited, and partly written by Media Bar Productions, it aired to millions across four major Texas markets.

**5**

BROADCAST SPOTS

**4 mkts**

SAN ANTONIO · AUSTIN ·  
CORPUS · DALLAS

**5M+**

YOUTUBE VIEWS

**Millions**

REACHED ON-AIR

THE ENGAGEMENT

# A statewide brand promise, told five ways

Randolph-Brooks Federal Credit Union (RBFCU) is one of the largest credit unions in Texas, serving more than a million members. To bring its "Go Beyond Banking" promise to life on air, RBFCU needed broadcast-grade commercials that felt warm and human, not like traditional bank advertising, and that could carry across very different Texas markets while staying unmistakably on brand.

Media Bar Productions delivered a coordinated set of five spots: concepting and writing two of them, and handling full production and post-production across the campaign, from on-set direction and cinematography through editing, color, and final broadcast delivery.

## PROJECT SNAPSHOT

CLIENT

**RBFCU (Randolph-Brooks Federal Credit Union)**

CAMPAIGN

**Go Beyond Banking**

DELIVERABLES

**5 broadcast commercials**

MEDIA BAR SCOPE

**Production · Post · Writing (2 spots)**

MARKETS

**San Antonio · Austin · Corpus Christi · Dallas**

DISTRIBUTION

**Broadcast TV + YouTube (5M+ views)**

## THE CHALLENGE

Make a financial institution feel personal. Banking advertising tends to default to rate tables and stock footage. RBFCU wanted the opposite: emotional, cinematic storytelling that showed how the credit union shows up in real members' lives, and that held up at broadcast quality across four distinct Texas audiences.

## THE APPROACH

Media Bar built each spot around a single human moment, whether a first car, a growing family, a milestone purchase, or a generational relationship, letting the brand promise land through story rather than sales copy. One visual language, five chapters, fully produced and finished in-house.

THE WORK

## Five spots, one campaign

Each commercial stands on its own and reinforces the same promise. Together they gave RBFCU a flexible, market-ready library that aired across Texas and now totals more than five million views online.



SPOT 01 · ANTHEM

### We Go Beyond Banking

The campaign's flagship anthem spot that establishes the "Go Beyond Banking" promise and setting the visual and emotional tone for the entire library.

PRODUCTION · POST



SPOT 02 · AUTO LENDING

### RBFCU Finances the Miles That Matter

A story about the journeys a vehicle makes possible, positioning RBFCU's auto financing around the moments and memories it helps members reach.

PRODUCTION · POST

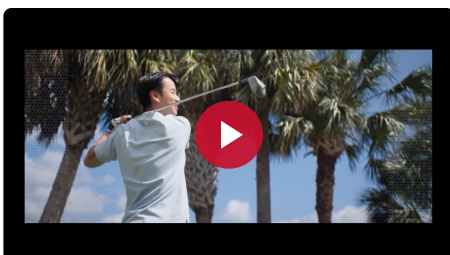


SPOT 03 · MEMBERSHIP

### Generations of Trust at RBFCU

A portrait of long-term membership, showing how families bank with RBFCU across generations and reinforcing trust as the brand's core equity.

PRODUCTION · POST

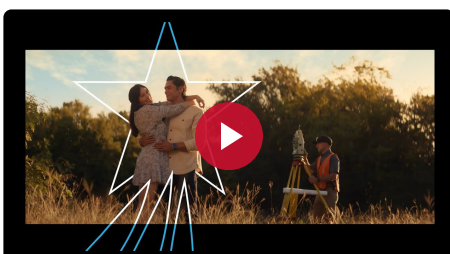


SPOT 04 · CARDS & REWARDS

### Experience More with Every Purchase

An everyday-value story built around RBFCU's cards and rewards, turning routine purchases into a benefit members feel.

PRODUCTION · POST



SPOT 05 · LIFE MILESTONES

### From First Steps to Forever Memories

A milestone-driven narrative following members through life's biggest moments, the emotional heart of the "Go Beyond" promise.

PRODUCTION · POST

RESULTS & IMPACT

# Aired to millions. Watched millions more.

5M+

YOUTUBE VIEWS  
ACROSS THE CAMPAIGN

4

MAJOR TEXAS  
MEDIA MARKETS

5

BROADCAST-GRADE  
COMMERCIALS

San Antonio  
TEXAS

Austin  
TEXAS

Corpus Christi  
TEXAS

Dallas  
TEXAS

WHY IT WORKED

**01 Story over sales**

Leading with human moments made a financial brand feel personal, and made the spots watchable enough to earn millions of organic views, not just paid impressions.

**02 One look, many markets**

A single visual language scaled cleanly from San Antonio to Dallas, giving RBFCU a consistent on-air identity across very different audiences.

**03 Produced and finished in-house**

Concept, production, and post under one roof kept the campaign cohesive, on-brand, and broadcast-ready, from first frame to final delivery.

Let's create your next campaign.

Cinematic, broadcast-ready brand storytelling, concept through final delivery.

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