

Adrenaline

Valley Bank's Vision for Engaging Digital Signage

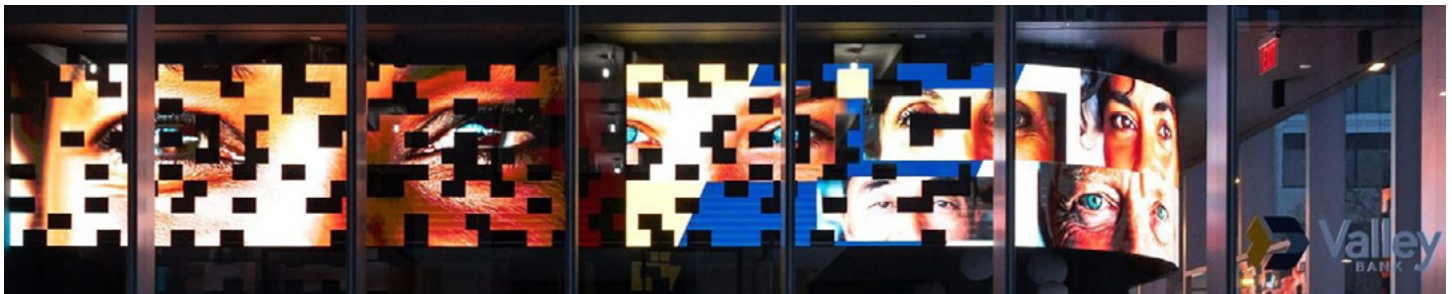
A Case Study of Valley Bank



The Client: Valley Bank

The Scenario

After unveiling their showstopping PixelFlex LED display at their Fifth Avenue flagship in 2022, Valley Bank sought a new digital signage content strategy that would build on their brand momentum in this high-profile location. In the sign's inaugural years, the largescale curved LED screen featured colorful and cool branded images on the staccato surface. Now, the bank wanted to create even more meaningful connections by featuring people who were reflective of their target customer base – diverse, ambitious, and hardworking New Yorkers and small-to-mid size business owners and professionals – looking to power their own ambitions.



The Solution

Partnering with Adrenaline, the “Eyes of New York” digital signage content campaign uses dynamic motion graphics that feature striking close-ups of people’s eyes, paired with crisp headlines to inspire viewers to pursue their goals with support from the bank. With headlines like “Focus Your Ambition,” “Power Your Tomorrow,” and “Fuel Your Growth,” the campaign clearly communicates that it’s made for people who can find a powerful partner in Valley Bank.

The videos on the largescale digital signage are synced with Valley-created content on the three portrait digital displays below to create cohesion in branch messaging. Leaning on the brand’s signature blue and yellow hues, the videos are an eye-catching expression that makes the most of the stunning LED display, which is a cornerstone of the branch’s digital communication ecosystem.

The Story

To make this content come to life exactly as they envisioned, the creative team at Adrenaline leveraged Midjourney, a generative AI technology, to produce a wide variety of faces that would capture the diversity of the people living and working in New York.

These visuals were then presented to Valley Bank during the storyboard phase of the project. Through their collaboration in the creative process, the client was able to give feedback on faces they liked, and that input was incorporated in subsequent rounds of creative.

Next, the creative team used KREA, another generative AI platform, to animate the selected faces with subtle movements like eye blinks, head nods, and turns, along with camera panning, to produce an even more humanized effect. These enhanced animation elements created a more engaging experience on the screen than static images alone ever would.

At the end of each animation sequence, the faces fade out to a line of inspirational headline copy in the bank's brand colors, before finally dissolving into the Valley Bank logo. This short visual cue with the logo and brand colors is also used in the content featured on the portrait-oriented digital signage screens below, connecting the content across all four digital displays into one seamless brand experience. The coordination of these visual elements across screens results in a powerful and cohesive digital signage content campaign.

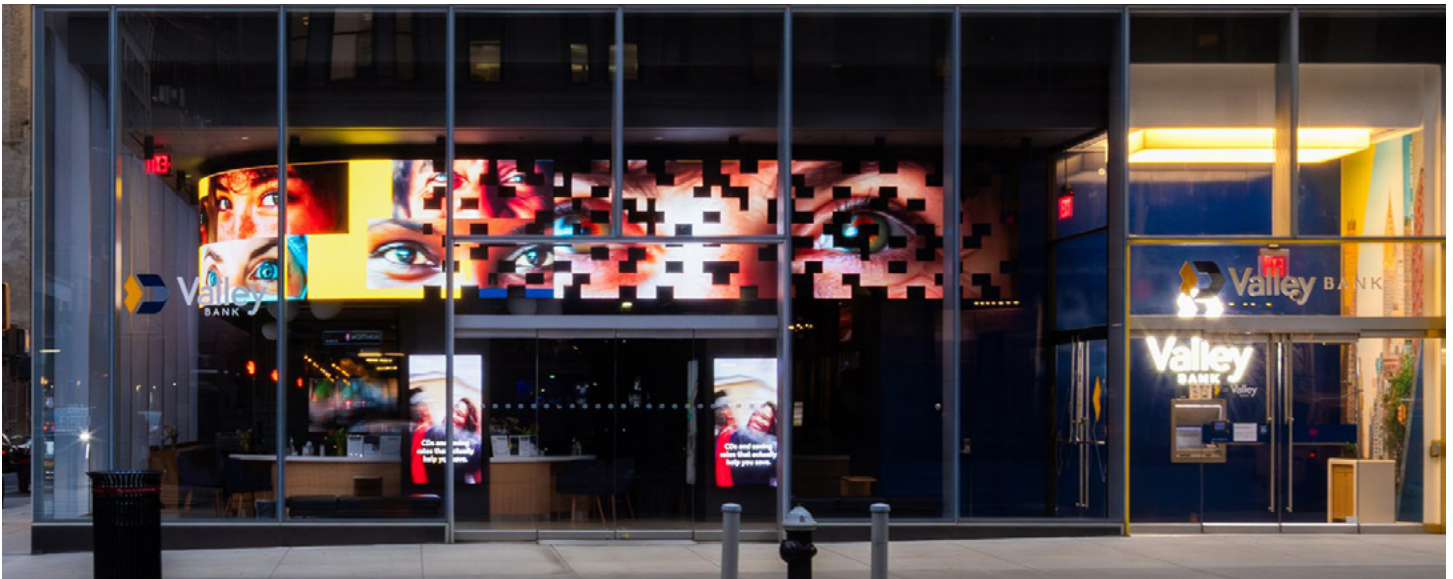


“[The design is] a reflection of our customers’ perspectives and what matters most to them on their financial journey through their lens.”

– Mark Beausoleil,
Executive Vice President
and Director of Retail Banking, Valley Bank

With such a large spotlight on New York City's famed Fifth Avenue, the content and programming for Valley Bank's digital signage content in this flagship branch needs to make the most of this unique palette for the brand's expression. Built on a bold vision, the "Eyes of New York" campaign takes full advantage of one of Manhattan's notable brand beacons.

Learn more about how Adrenaline's innovative digital signage strategies & solutions can help transform your financial institution's retail banking environment. [^](#)



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Thank You.

