



# CASE STUDY: Santa Cruz County Bank

## Santa Cruz County Bank Deploys MediaTile Digital Signage Solution to Increase Community Reach and Involvement

The Santa Cruz County Bank (SCCB) deployed MediaTile's Digital Sign in a Box solution, powered by the MediaCast system, as a centerpiece to their newest office, which they consider to be the blueprint for all their community banking offices. The new facility includes an interactive resource center for improved communications and engagement with local community members relative to upcoming activities, key programs and initiatives, and non-profit organizations. The banking office atmosphere was designed to align perfectly with the attitudes and lifestyles of the community, while improving the bank's ability to promote available products and services more effectively.



### The Goals:

- Provide a community resource center and current event calendar for the public
- Promote non-profit organizations and activities
- Encourage community member participation, including event signups through the interactive touch screen
- Promote Santa Cruz County Banks' "Green Program" initiatives and provide "Green Tips" for the public
- Provide information about the Bank's full line of products and services
- Strengthen ties with local community groups in providing them a portal for information and visibility (thereby forming partnerships)

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MediaTile's interactive kiosk and digital signage solution is just what we were looking for to help us draw more people into our facility, so that they could better understand and engage in important community activities, events and programs. ”

- Mary Anne Carson,  
Senior Vice President  
Santa Cruz County Bank

**The Problem:** Finding a way to differentiate SCCB from a wide and varied selection of major financial institutions, local banks, S&L's and other financial services companies in Santa Cruz County was becoming an increasingly difficult endeavor. Also, as long-time supporters of the local Community and several non-profit organizations, such as the Chamber of Commerce, Conference & Visitors Center, and Cultural Council, the Bank needed to find a way to share their "community-sense" and use their facility to help promote and encourage more local community members to participate in important programs. With their new "Green Initiative," SCCB didn't want to generate more paper and waste in the process.

**The Solution:** Santa Cruz County Bank turned to MediaTile's regional banking solution, Digital Sign in a Box, and the cloud-based MediaCast content management system. MediaTile's creative services team was also brought in to help Santa Cruz County Bank create engaging and inviting content which met their return on message objectives. This solution also fits perfectly with the Bank's Green initiatives and use of environmentally friendly furnishings and materials.

### The MediaTile Advantage:

- Integrated Digital Sign in a Box solution with interactive touch screen support (touch screen support is optional)
- Built built-in cellular broadband services – delivers independent secure network control (LAN/WiFi also supported)
- Commercial-grade high-definition LCD displays deliver high-impact messages (multiple display sizes available)
- Extremely easy to operate and manage with MediaTile's MediaCast system, a web-based management system
- High-impact dynamic Flash content developed by MediaTile's Creative Media Services Team

**About MediaTile:** The MediaTile Company is a worldwide supplier of award-winning, all-in-one cellular digital signage and kiosk solutions that are remarkably easy-to-deploy and operate. Just add power to MediaTile Digital-Sign-in-a-Box, Media Players, or HumanKiosk systems and use the web-based MediaTile Broadcast Portal to manage and monitor your promotional, informational or interactive communications network. Backed by MediaTile best practices, a 99.9% uptime guarantee, end-to-end service and support, and a creative media team, your network will be up and running in record time, with record results. Visit: [www.mediatile.com](http://www.mediatile.com)