

# Healthy Habits



## **Project Inspiration:**

The 2020 Coronavirus Pandemic created some unprecedented times for all of humankind. As adults we found ourselves scared of the unknown and afraid of the future. So much focus was on the adult problems of the world that it became easy to forget about a very important audience also affected. The youth of the world was living through a time that was difficult for parents and elders to explain and coach on how to get by day to day. As a organization, we have always valued the importance of our youth. We have always taken pride in creating financial literacy programs for our youth. The pandemic made us realize that we had to think outside the box. We put ourselves in the shoes of our youth and came up with an "outside" the box way of thinking that could make a difference. Educating our youth is important and the youth is our future. The Healthy Habits video was produced created to serve as a tool to educate our youth about the importance of staying healthy during the Pandemic and even into the future.

The Healthy Habits video involved the collaboration of the Rio Films Animation Team, Composer and Audio Mixer Charlie Vela, and Tennessee base voice talent and singer, Emily Wold. The song was exclusively written and composed for Lone Star National Bank.

The project uses a unique "pop up card" look to bring LSNB's mascot, Cowboy Cash, to life.

The project represents over a 100 hours of animation editing.

## **Goals:**

- Create an educational platform for the youth
- Inspire hope for the future as we learned a new way of living
- Reach out to the youth through a positive and friendly video
- Connect with parents and children to ease the general fear and anxiety of the pandemic

## **Outcome:**

The outcome was very positive. We shared the video on the bank's social media platforms so that we could reach a large audience. We were interested in reaching an audience beyond the bank's customers. We wanted as many parents to watch the video so that they could share with their children. Customers and members of the community reached out to the bank to congratulate and thank us for such a creative video. It was a breathe of fresh air for everyone during the pandemic.

We are also proud to share that we submitted Healthy Habits in The Telly Awards competition. The Telly Awards honor excellence in video and television across all screens. The Healthy Habits video received a Gold Telly Award which is the highest ranking achievement award.

## **Concise Summary:**

Healthy Habits is a "pop up card" look video produced to create an opportunity for the youth to be educated about the importance of healthy habits during the 2020 Worldwide Coronavirus Pandemic. The goal of the video was for parents and children to enjoy watching together to create an education platform and lighthearted experience during such unprecedented times.



**Lone Star National Bank<sup>SM</sup>**

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