

Creative Treatment

Heritage Commerce Corporation Commercial

We fade up to a full screen close-up of a beautiful piece of contemporary art from the Heritage Commerce collection. The picture is framed in letterbox, highlighting the sophisticated and artistic flavor of the video.

Music captures the viewer's ear: An elegant Herbie Hancock- "Gershwin's World" light jazz style piece, with an upbeat flavor that creates a refined yet welcoming atmosphere.

Slowly the camera pulls back to a wide shot of the graceful interior of the bank. We hear the warm genteel voice of the narrator.

"Banking...it's more than just dollar signs and balance sheets...it's about helping customers shape their vision of the future. It's about being there to help make their dreams become reality.

At Heritage, we see beyond the numbers...Viewing every investment as a work of art."

In a long sweeping motion we pan the length of the bank's interior, from walls graced with art to the entrance doors. A customer walks through the door and is greeted by the smiling face of a bank employee.

Slowly the scene begins to change. In paneled sections, piece by piece, the live action image dramatically changes into a piece of contemporary art. Subtle background coloration echoes the rich plumb and copper shades of the Heritage Commerce corporate colors. With a strong musical flourish, the titles appear solidly through the artistic image.

Heritage Commerce The Fine Art of Banking

A series of quick flowing scenes dissolve in and out overlaying each other. From people creating art to scenes of customer businesses and banking, the images create a strong metaphor between the creation of art and the art of banking the "Heritage Way". The overall flavor of the piece is sophisticated and innovative, blending images that foster a strong sense of creativity, solidity, partnership, community and high standards of excellence.

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The narrator continues:

“Heritage Commerce...A bank with history...Committed to innovation, flexibility and adaptable to the changing needs of today’s businesses. We are a bank rooted in the community, with financial experts who care about the individual needs of every customer.”

We see a close-up of a painter’s hand segueing to brushstrokes laying color fluidly onto a canvas. The canvas dissolves and is replaced by a colorful scene of people at a neighborhood café and a few quick cross-over fades of other small to mid-range business shots, that represent Heritage customers.

“Our unique approach to banking makes us the perfect partner for any business or individual.”

The business images dissolve into shots of an artist painting, then cross-fade to a shot of a customer inside the bank sitting with a bank employee. The series of images ends with a freeze frame of the final scene, like a short and gentle breath reinforcing the idea of the “Art of Banking”. The freeze frame then dissolves into a 2-d painted image of the same scene.

“ At Heritage we offer a full range of personal, business and professional services, going far beyond the limits of other financial institutions...

We offer the creative side of banking... tailoring our services to meet your particular needs. Our expert and friendly staff excel at giving you the personal attention you deserve...helping you choose the right services for today...helping you plan for tomorrow.”

Moving from one image to another, the viewer is swept along by the rhythms of the inspiring music. We see potters creating ceramic pieces juxtaposed with more community business scenes, to mixed media and craft oriented arts.

“The Heritage Way means customized banking solutions—Personal Banking, Online Cash Management, Community and Non-Profit Lending, as well as financial management services.

We dissolve to a shot of clients meeting with bank representatives in a conference room picturing art prominently hanging on the wall behind them. This scene transitions into a piece of art treated to echo the art pictured on the boardroom wall.

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“Because we listen closely to what our customers need, Heritage Commerce is a master at crafting strong business relationships. Committed to your success, we challenge ourselves to do more...even offering special services like courier pick-up for deposits...helping save you valuable time.”

The music becomes more dramatic as the boardroom “art piece” dissolves into images of sculptors working. We cross-fade to images of community involvement projects and more customer-related footage. The narrator continues with moving dialogue about Heritage’s commitment to the community:

“ At Heritage we believe in forging lasting bonds in our community. We proudly invest in clients who are active in helping their communities build stronger futures.

The music reaches a sweeping climax as we end with another series of compelling scenes blending art and banking images with a strong narrative about the progressive service driven focus that has made Heritage Commerce stand out among the rest.

“Standing out above the rest...Giving clients more than just boiler plate services...Taking the time to know you... Supporting your business and your personal needs... We’re all about empowering your vision of the future.”

The final image turns into a powerful contemporary photographic piece, a sharp clear image in vibrant colors.

**“Heritage Commerce...Going above and beyond...Excellence in everything we do...
Welcome to the fine art of banking.”**

The camera slowly pulls back and we see the graphic piece hanging on the wall of the bank’s interior.

Heritage Commerce is THE FINE ART OF BANKS