



2020 Advertising Campaign

# OPEN YOUR EYES TO A CREDIT UNION®



## CAMPAIGN OBJECTIVE

CU Link serves Michigan credit unions by promoting the CU difference to Michigan consumers. Our goal is to move beyond awareness to focus on the reasons why people join and use credit unions. Based on extensive consumer research, this campaign is designed to both dispel myths and generate continuous engagement to increase credit unions' share of members' wallets.

## MEDIA STRATEGY

Targeting a core audience of 18- to 34-year-olds and a secondary audience of 35- to 54-year-olds, our media strategy is to deliver multiple messages based on media consumption habits. This has led us to a primarily digital channel mix. In addition, we will maintain a year-round continuity in media markets across Michigan, with equitably balanced budget allocations based on the contributions of our participating credit unions.

## MESSAGING

Informed by the results of collaborative, consumer-based research, CU Link is partnering with Credit Union National Association (CUNA) on the Open Your Eyes to a Credit Union® creative campaign to drive Michigan-specific messaging that educates Michigan consumers about the impact that the CU difference can make in their lives. These messages strive to change behavior using factual/quantifiable proof points within themes tied to our collective industry brand promises:

### **Access and convenience:**

- 1,852 fee free ATMs & shared branches

### **Mobile Technology:**

- Convenient access to money, bill pay, remote deposit capture, best-in class mobile apps, etc.

### **Service diversity and sophistication:**

- Credit unions are full service, offering: mortgages, small business loans, deposits, etc.

### **Do more, save more:**

- Helping credit unions with the share of wallet message.

### **Community commitment:**

- We've been here through the toughest economic times, we're part of the community etc.

# \$2.3M MEDIA INVESTMENT\*

- Cable television (Bravo, TLC, HGTV, FX, Freeform, etc.)
- Terrestrial radio (FM/AM channels)
- Streaming radio (Pandora, Spotify, iHeartRadio, tunein)
- Digital video (YouTube, Basis, MrX, Teads)
- GSTV
- Paid search (Google and Bing)
- Social media (Facebook)

Click [here](#) to download the 2019-20 media calendar.

\*2020 full year to come.

## WHAT'S IN IT FOR YOU?

Participants will enjoy the added value of expanded campaign assets and collateral. This includes: social media posts, digital ads, templated videos, billboards, in-branch display/digital posters and more. Full-share credit unions receive the added benefit of utilizing up to 50% of their contributions to integrate with the campaign when using our business partners.

	Standard access	Full-share access
2020 Integration Guidelines	✓	✓
12-month media calendar	✓	✓
Photography, billboards, postcards, digital banners and social media creative	✓	✓
Access to annual consumer research	✓	✓
CUSG matching funds into media market	✓	✓
Specialized partners/resources for creative development and media buying	X	✓
Up to 50% of contribution allowance on marketing integration development	X	✓
Turnkey and customizable videos for digital and social media	X	✓
Participation in CU Link Committee creative previews	X	✓

## FAQS

### 1. Where can I access assets?

Visit [MCUL.org/Integration](https://MCUL.org/Integration) and enter your user name and password to collect creative assets.

### 2. What are the requirements for usage?

When downloading and using the assets, you are agreeing to adhere to the integration guidelines available [here](#). Per our agreement with CUNA, credit unions are not permitted to alter the Open Your Eyes to a Credit Union® logo or modify copy to say "Open Your Eyes to XYZ Credit Union." It's also important to note the specific use of black and white photos so that the look and feel of the campaign remains consistent. Please click [here](#) to review the CUNA guidelines for additional information.

### 3. Can I still use my local ad agency or vendor with the marketing integration program?

Full-share credit unions seeking a return of up to 50% on their contributions are required to use Michigan Credit Union League (MCUL) partners: CUBE TV®, DP+ and GSTV. With this system, creative will not have to go through an approval process, because all partners are aware of the integration guidelines. This saves time and money for all while maintaining continuity with the campaign.

Additionally, this process allows MCUL to abide by agreed upon terms with CUNA. If this process creates an unnecessary hardship for your credit union, please contact us at [CULink@MCUL.org](mailto:CULink@MCUL.org)

### 4. Will there be customizable collateral available like last year?

Yes! With each new campaign, MCUL invests in the development of integration assets that include video, photography and customizable billboards, Facebook ads, online ads and postcards. Full-share credit unions have access to use reimbursement funds for turnkey customized videos.

### 5. How do I get started?

Contact your League Rep or email [CULinkIntegration@CUSolutionsGroup.com](mailto:CULinkIntegration@CUSolutionsGroup.com) to get started today.

