



**OPEN YOUR EYES TO A CREDIT UNION**

# **2020 CU LINK INTEGRATION GUIDELINES**

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## THE NEW CAMPAIGN

The 2020 CU Link advertising campaign **Open Your Eyes to a Credit Union®** is designed to help your credit union achieve two important objectives:

- Increase share of wallet
- Increase new member acquisition

## HOW TO USE THIS GUIDE

This guide is fully interactive, with clickable links (shown in **BLUE FONT**) for additional information and references. Click on the CU Link logo to return to the home page at any time.



This new campaign was specifically created to appeal to credit union members and prospects in Michigan. It highlights the advantages our rates, products and services deliver. When combined, these advantages communicate that the more people do with their credit unions, the more they see the credit union difference. Here are a few of the key focus areas:

**AUTO  
LOANS**

**HOME  
MORTGAGES**

**ATM/  
CHECKING**

**CREDIT  
CARD  
RATES**

**HIGH TECH &  
CONVENIENCE**



Here's a sampling of the commercials that will be live starting in January. If you would like help with creative development, our teams at DP+ and CUBE TV® can integrate your logo into high-quality ads using full fair share CU Link reimbursement dollars.

## SAMPLE DIGITAL VIDEO/TV



**OPEN YOUR EYES  
TO A  
CREDIT UNION**

**:30 "SAVINGS/DIFFERENCE"**



**OPEN YOUR EYES  
TO A  
CREDIT UNION**

**:15 "CD RATES"**



Click [HERE](#) for other video spots



Click [HERE](#) for all social media carousels

## SAMPLE RADIO

**:30 "Savings/Difference"**

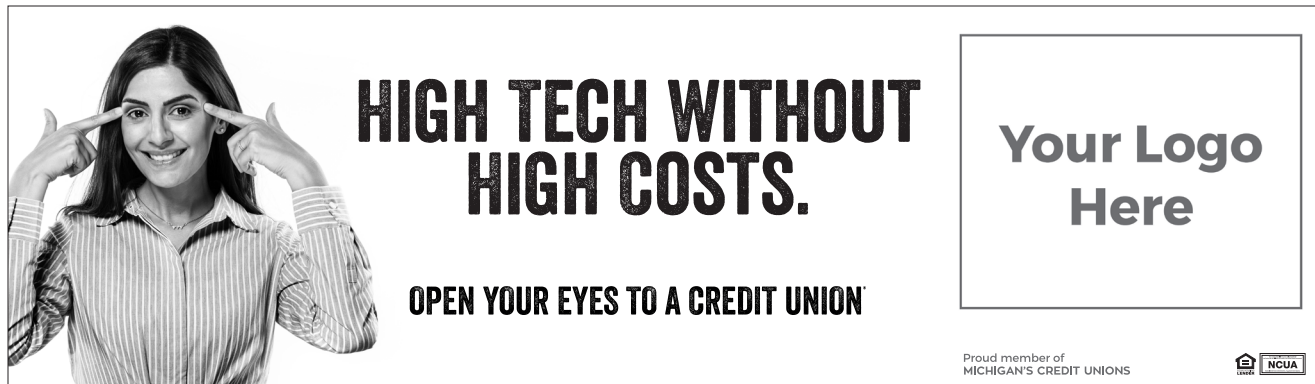
*It's time to take a look at who's looking out for your money. Open your eyes to a credit union and get more from your money than you would from a mega bank. Michigan's credit unions offer fee-free ATMs, and better checking accounts, mortgages and auto loans. The more you use your credit union, the more you save. See the savings more than five million people in Michigan already see. Not already a member? Find a Michigan credit union near you at [CULinkMichigan.com](http://CULinkMichigan.com)*



Click [HERE](#) for other radio spots

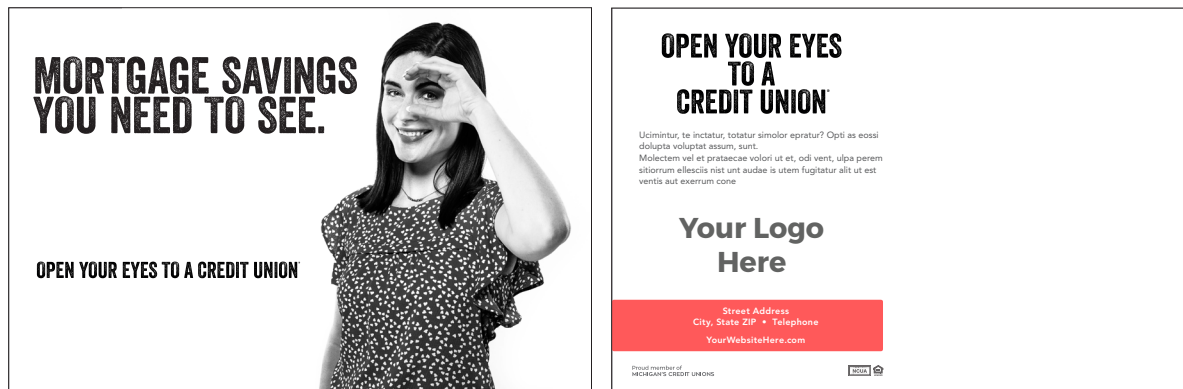
# CREDIT UNION INTEGRATION SAMPLES

## SAMPLE OUTDOOR BILLBOARD



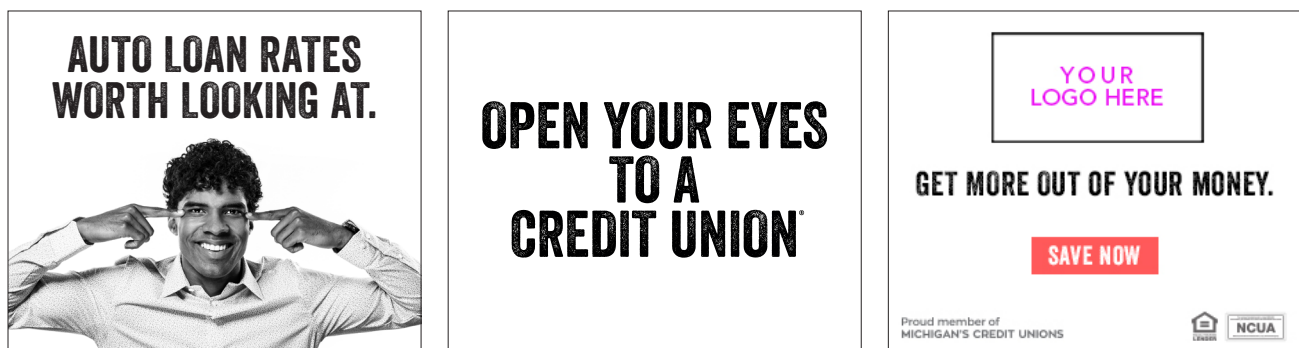
10.5'x22.8'

## SAMPLE PRINT COLLATERAL: POSTCARD



Postcard: 9.0"x6.0"

## SAMPLE ONLINE WEB BANNERS



300x250



## REQUIRED ELEMENTS FOR EASY CREATIVE INTEGRATION

### TAGLINE: OPEN YOUR EYES TO A CREDIT UNION®

- This is the element that brings us all together. We are proud to stand together and collectively reinforce the credit union difference.

### HEADLINES/SUBHEADS/COPY

- Support campaign tagline and visuals with headlines that relate to "Open Your Eyes to a Credit Union.®"
- Samples for headlines:
  - **SEE 1,852 FEE-FREE ATMS AND SHARED BRANCHES**
  - **FIND CREDIT CARD RATES LOWER THAN BANKS**
  - **DISCOVER SAVINGS ON MORTGAGES**
- See integration samples on Page 4 of these guidelines.

### PHOTOS

- A fully downloadable library is available for your use at [MCUL.ORG/INTEGRATION](https://mcul.org/integration)



# RULES TO REMEMBER

## HERE ARE SOME EASY RULES TO FOLLOW WHEN CUSTOMIZING

### DO'S

- Do add your logo within the space provided on the assets.
- It is allowable to use the tagline with a product focus.

**"OPEN YOUR EYES TO FEE-FREE CHECKING."** 

- Only use provided portrait photography. Always use the portraits in black and white and ensure plenty of space around them.

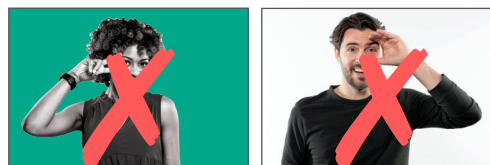


### DON'TS

- Don't change any integration asset font or image colors to match your brand colors.
- Don't use your credit union name in the campaign tagline.

~~**"OPEN YOUR EYES TO ABC CU"**~~

- Don't put portraits on a color background nor put color in them.



Detailed rules for use of CUNA's Open Your Eyes to a Credit Union® campaign are available [here](#).

## CREATIVE APPROVAL

Full fair share credit unions can use reimbursement funds in these ways:

### UPDATED FOR 2020

Tracie Reihm at CUSG, [Tracie.Reihm@CUSolutionsGroup.com](mailto:Tracie.Reihm@CUSolutionsGroup.com), will prepare your estimate for approvals and will manage the reimbursement from MCUL. Please contact [CULinkIntegration@CUSolutionsGroup.com](mailto:CULinkIntegration@CUSolutionsGroup.com) to get started.



Producing fully customized videos through CUBE TV®

Contact:

**Clara Calabro**

[Clara.Calabro@CUSolutionsGroup.com](mailto:Clara.Calabro@CUSolutionsGroup.com)



Buying media\* or creating additional assets through DP+

\*Note: Media minimums by tactic will apply.

Contact:

**Julia Francke**

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**Lauri Despard**

[lDespard@dpplus.com](mailto:lDespard@dpplus.com)



Purchasing media through GSTV

Contact:

**Shana Sisteck**

[Shana.Sistek@CUSolutionsGroup.com](mailto:Shana.Sistek@CUSolutionsGroup.com)

## REIMBURSEMENT PROCESS

### SIMPLIFIED PROGRAM AVAILABLE THROUGH 2020

- Michigan Credit Union League (MCUL) will continue to allow full fair share credit unions to direct up to half of their CU Link contribution toward integrated advertising.
- Reimbursement integration is only available through our partners.
- See our 2020 rate card, "Making the Most out of Your Integration Funds," [here](#) or check with our partners as shown on Page 6 for opportunities to direct your reimbursement dollars.
- By keeping integration in the MCUL family, we are offering a one-stop shop for creative development and media-buying expertise.

