



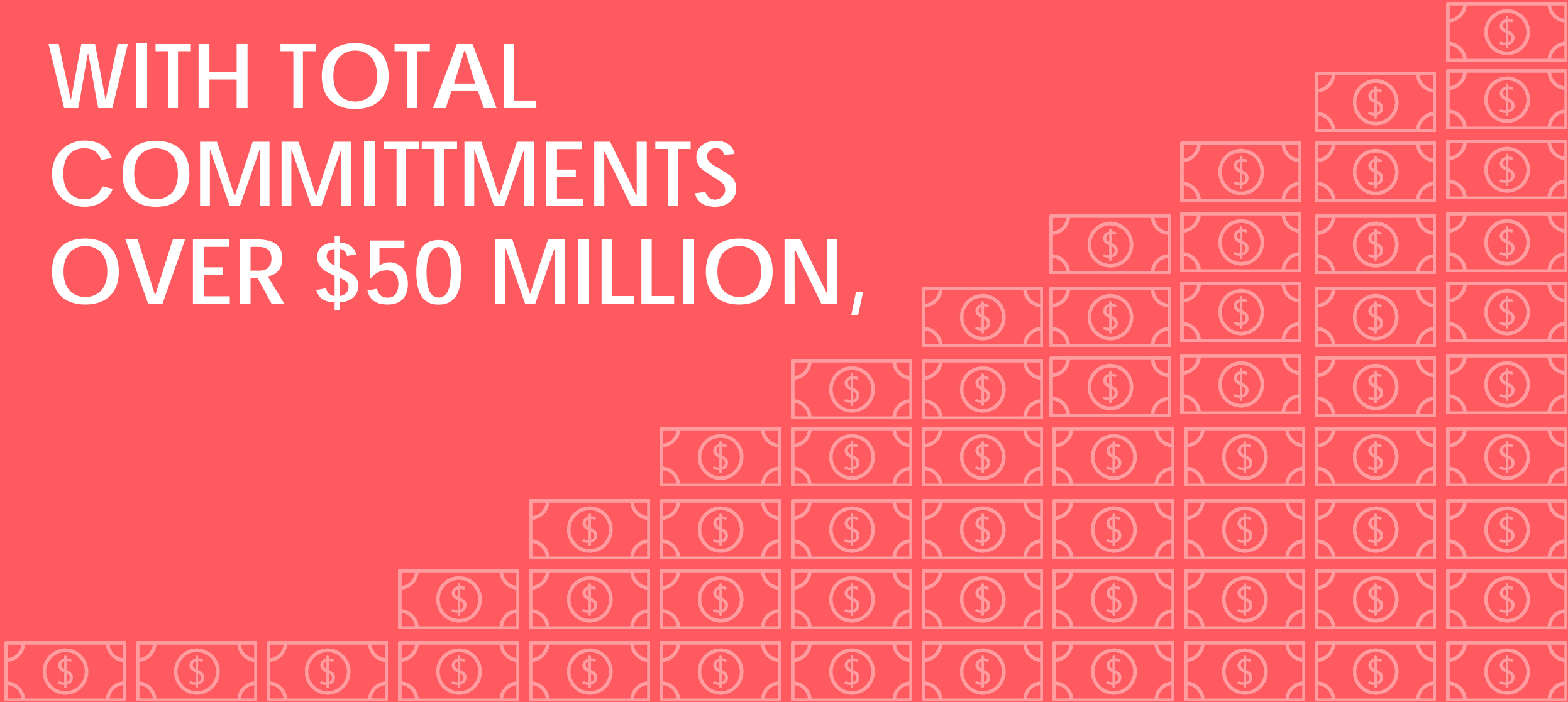
OPEN YOUR EYES TO A CREDIT UNION® MONTANA

IN LESS THAN 2 YEARS...

**THE OYE CAMPAIGN HAS
REACHED**

**TENS OF MILLIONS OF
CONSUMERS.**

WITH TOTAL COMMITTMENTS OVER \$50 MILLION,

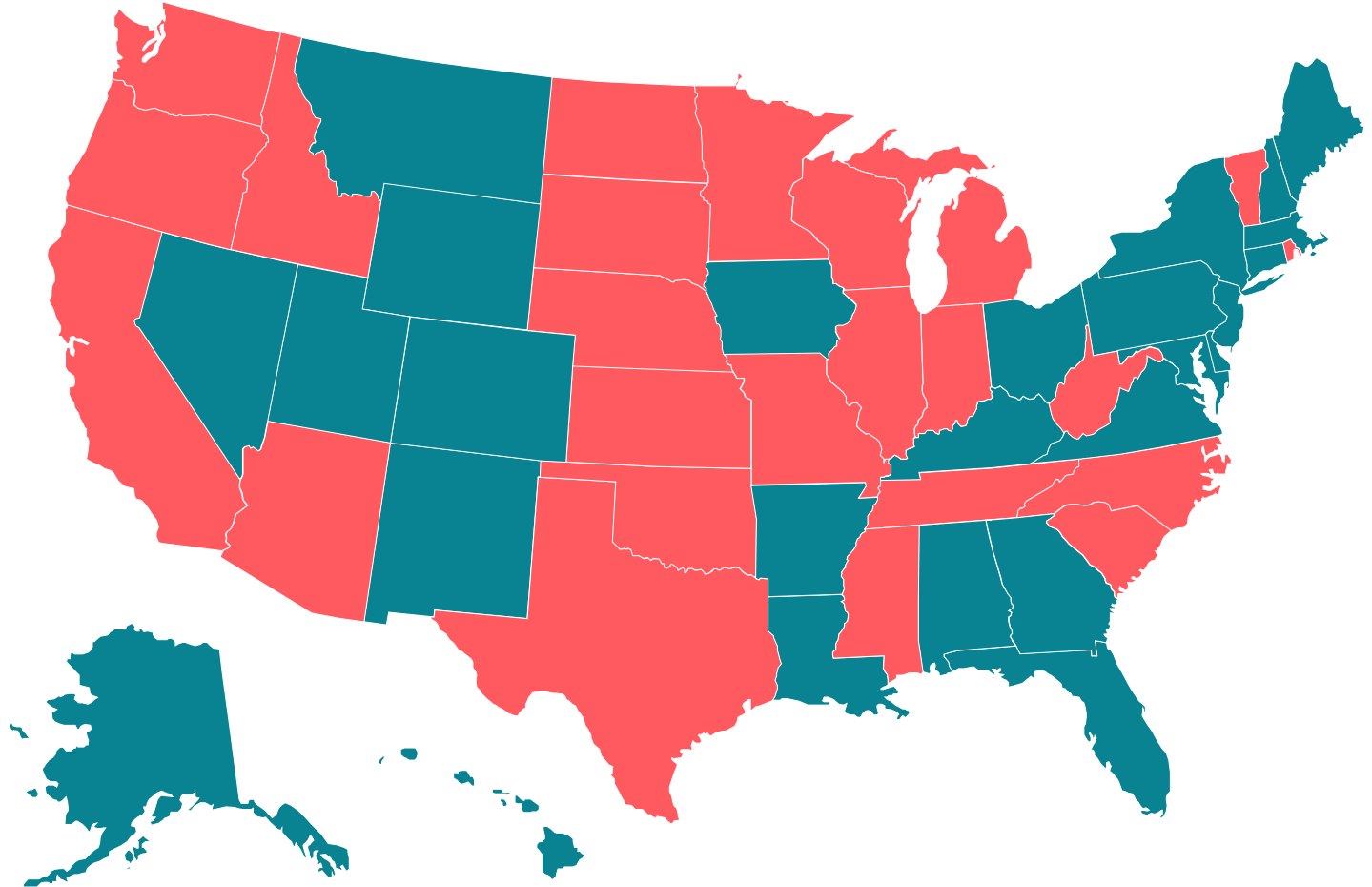


WE'RE LIVE IN 24 STATES...

Thanks to funding
from over 1,100
organizations.

 Launched

 Future launch

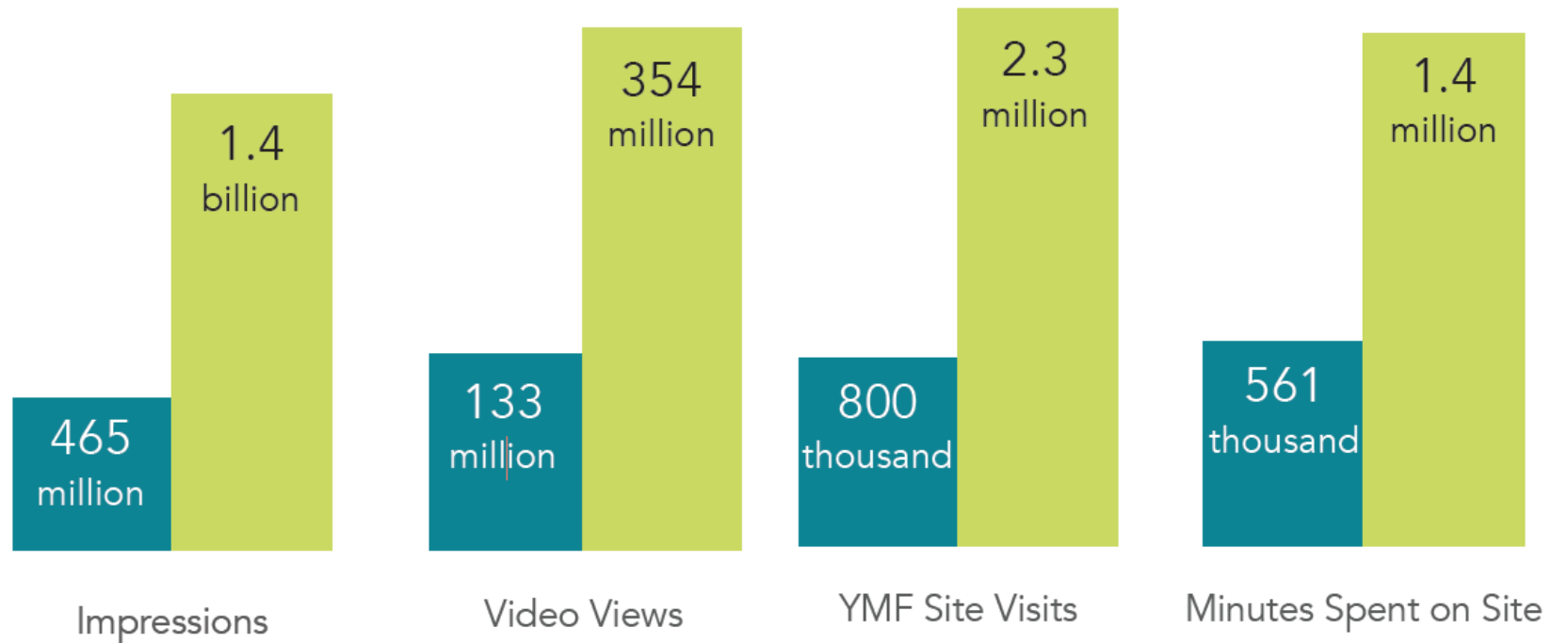




WE'RE MAKING AN IMPACT

12/31/19
VS
8/2/20

.....





MONTANA SHOULD BE A
PART OF
#OYENATION



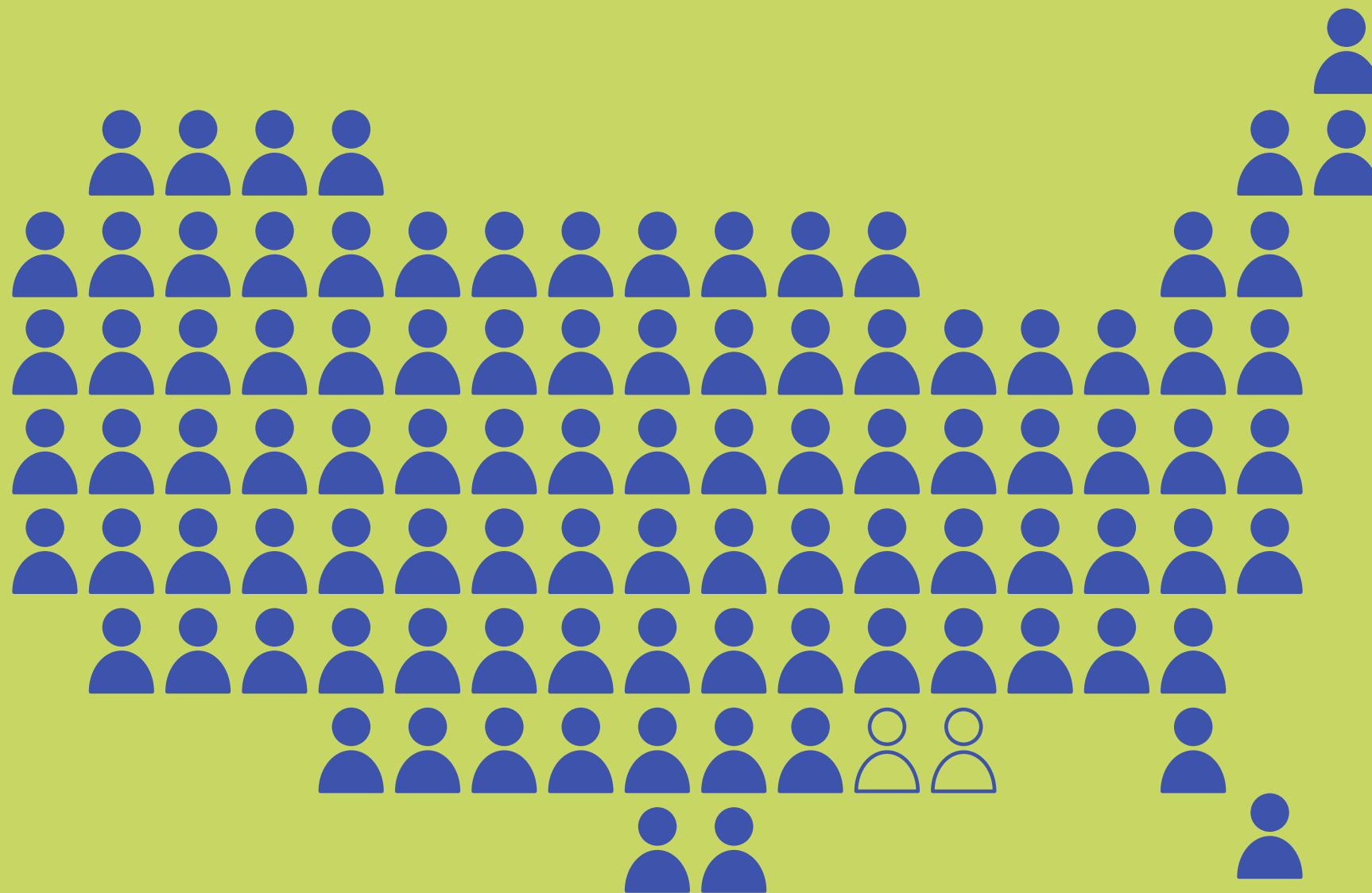
HOW DID WE GET HERE?

Creative messaging backed
by quantitative research.



98%

of Americans
have heard of
a credit
union...

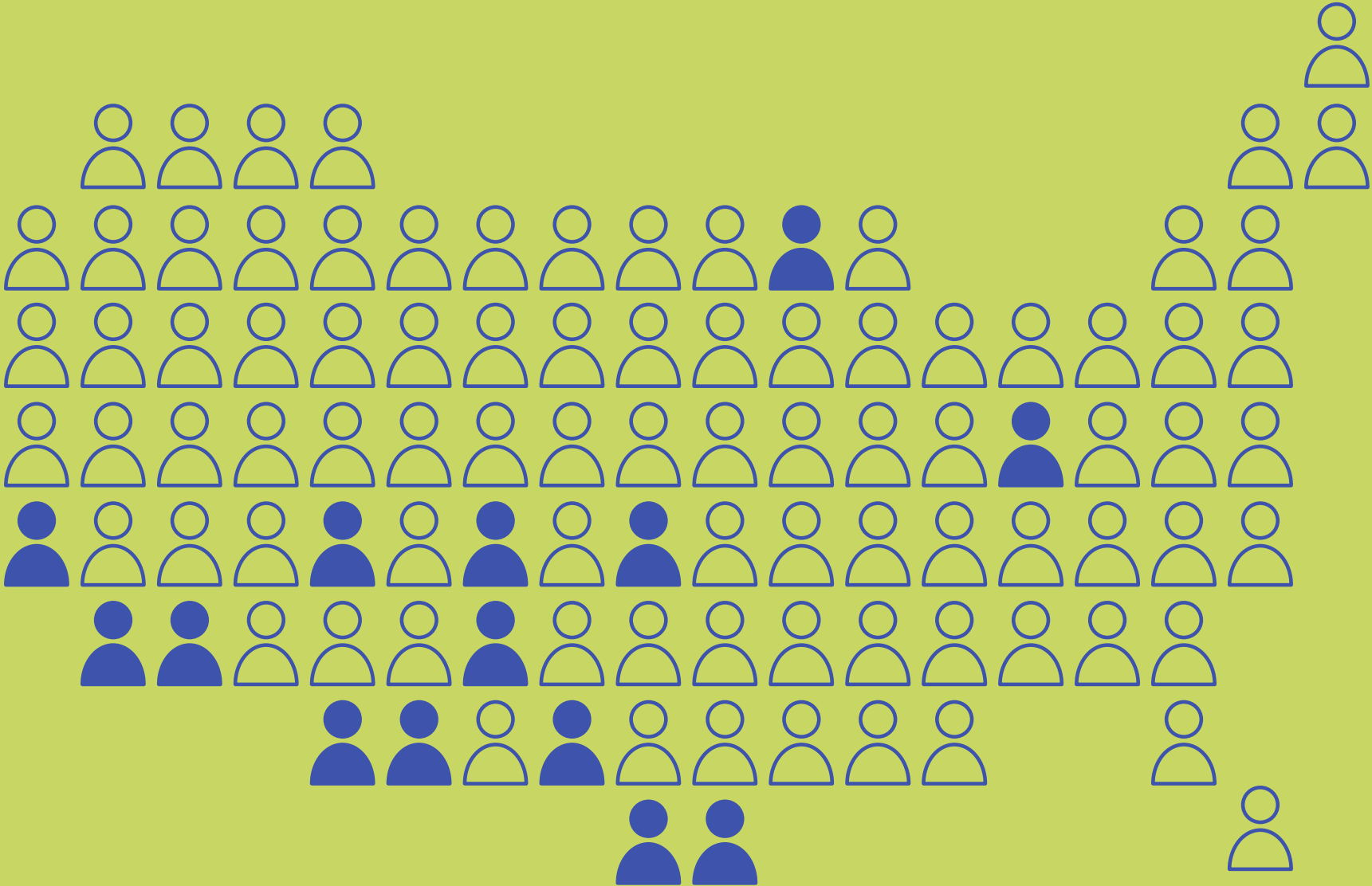




Yet too many

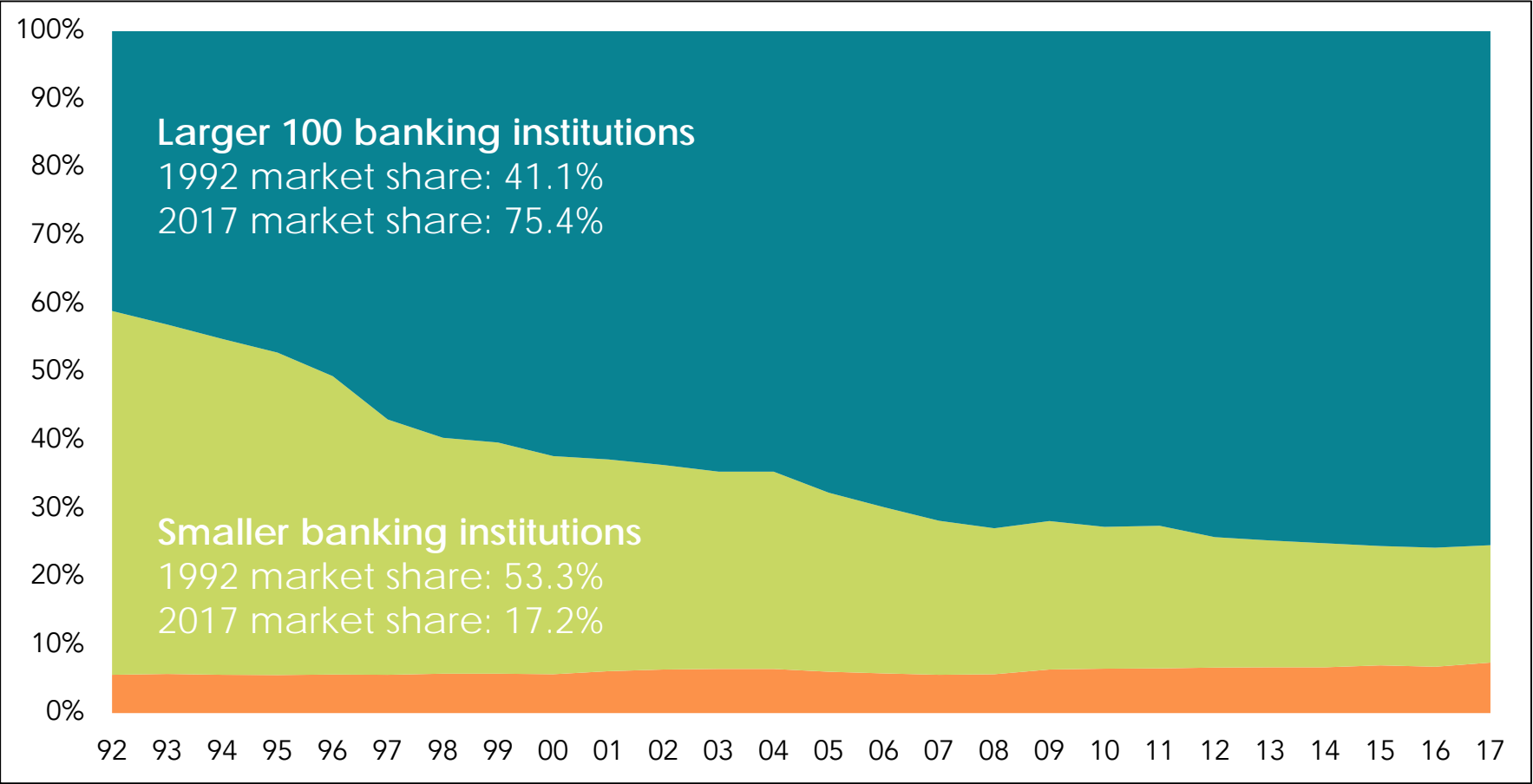
DON'T

consider a credit
union for a
financial
partner.





INDUSTRY MARKET SHARE STAGNATION



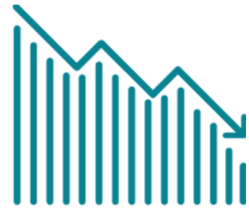
Credit Unions
Market Share
1992: 5.6%
2017: 7%



CREDIT UNION AWARENESS OBJECTIVES



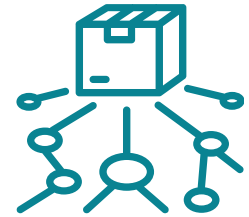
**Increase
consumer
consideration**
of credit
unions



Decrease
consumer
beliefs in
**credit union
myths**



Increase
opportunities for
credit unions to
**grow membership
and industry
market share**



**Connect, align,
elevate and
enhance** what
credit unions are
already doing in
marketing and
branding

HOW DOES IT WORK?



Consumers **search** for banking needs online



They are served **targeted digital ads** promoting credit unions—and ultimately—you



Retargeted ads combined with **local promotions** keep credit unions **top of mind** when they're ready to make a decision



WE ENGAGE
THROUGH
MULTIPLE DIGITAL
CHANNELS



CAMPAIGN PILLARS

BRAND AWARENESS

Spread awareness of credit unions and educate audiences on their benefits.

Targeting: new audiences

Objective: These ads should resonate with the audiences so they will associate Credit Union messaging with Your Money Further

TRAFFIC

Driving audiences to learn more about credit unions on the Your Money Further landing page.

Targeting: new audiences + re-engaging with the most qualified audiences from the awareness campaign

Objective: These ads will drive traffic to Your Money Further to learn more and find a credit union



KEY AUDIENCES

UNSETTLED BEGINNERS

Age 25-34
Interest in credit
unions/banking, who
are also recently
engaged/married or
recently moved

FUTURE THINKERS

Parents age 35-55
Interest in credit
unions/banking

YOUNG THRIFTY PARENTS

Parents age 20-34
Interest in credit
unions/banking, who
are also recent grads or
renters

EDUCATED YOUNG WOMEN

Females age 20-34
Interest in credit
unions/banking, who
have a college or high
education degree

GENERAL CU

Age 20-55
Interest in credit
unions/banking

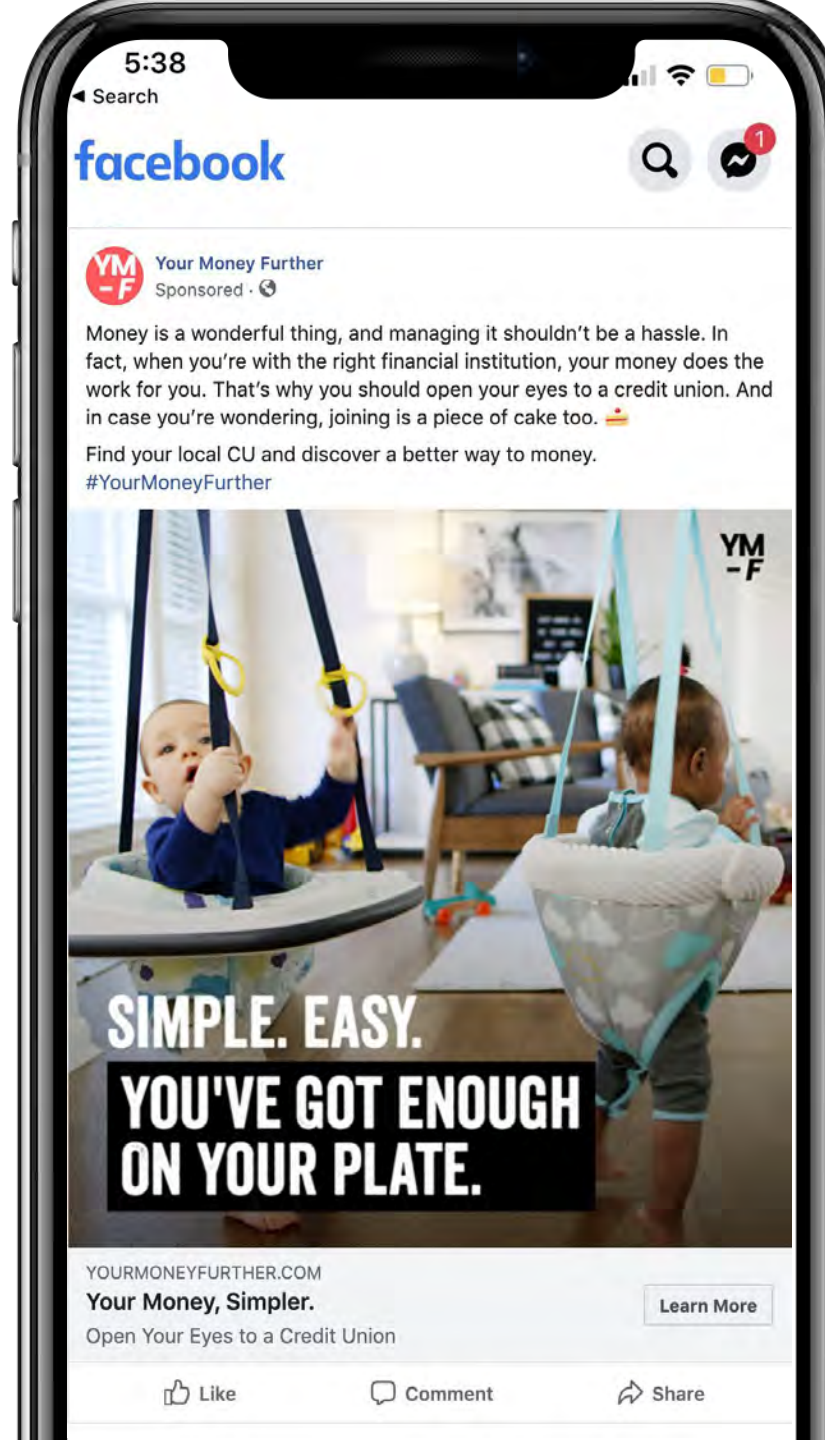


COMPARING PAID VS. ORGANIC SOCIAL MEDIA

Organic Social Media	Paid Media
Facebook, Instagram, and Twitter	Facebook, Instagram, YouTube
Posts are scheduled at a set time	Campaigns are scheduled to run 24/7 over a date range
Everyone sees the same post in their feed	Users are delivered the ad that the platform thinks they will respond to best.
Posts are created within the platform or a scheduling app	Campaigns, ad sets, and ads, are created in the platform's ad manager
Posts appear on our page	Our ads do not appear on our page

Organic and paid posts work together to reach consumers.

YOUNG THRIFTY PARENTS



UNSETTLED BEGINNERS

Headline	A Better Way to Money.
Body Copy	<p>You don't have to follow in your parent's footsteps; progress only happens when we challenge the status quo. That's why people are joining local credit unions, where their money works for them, not someone else. Crazy idea, right?</p> <p>Find your local CU and discover a better way to money. #YourMoneyFurther</p>
Description	Open Your Eyes to a Credit Union
CTA	Learn More





IT INFLUENCES CONSUMERS

After viewing the campaign,



75% of consumers say they would consider a credit union.

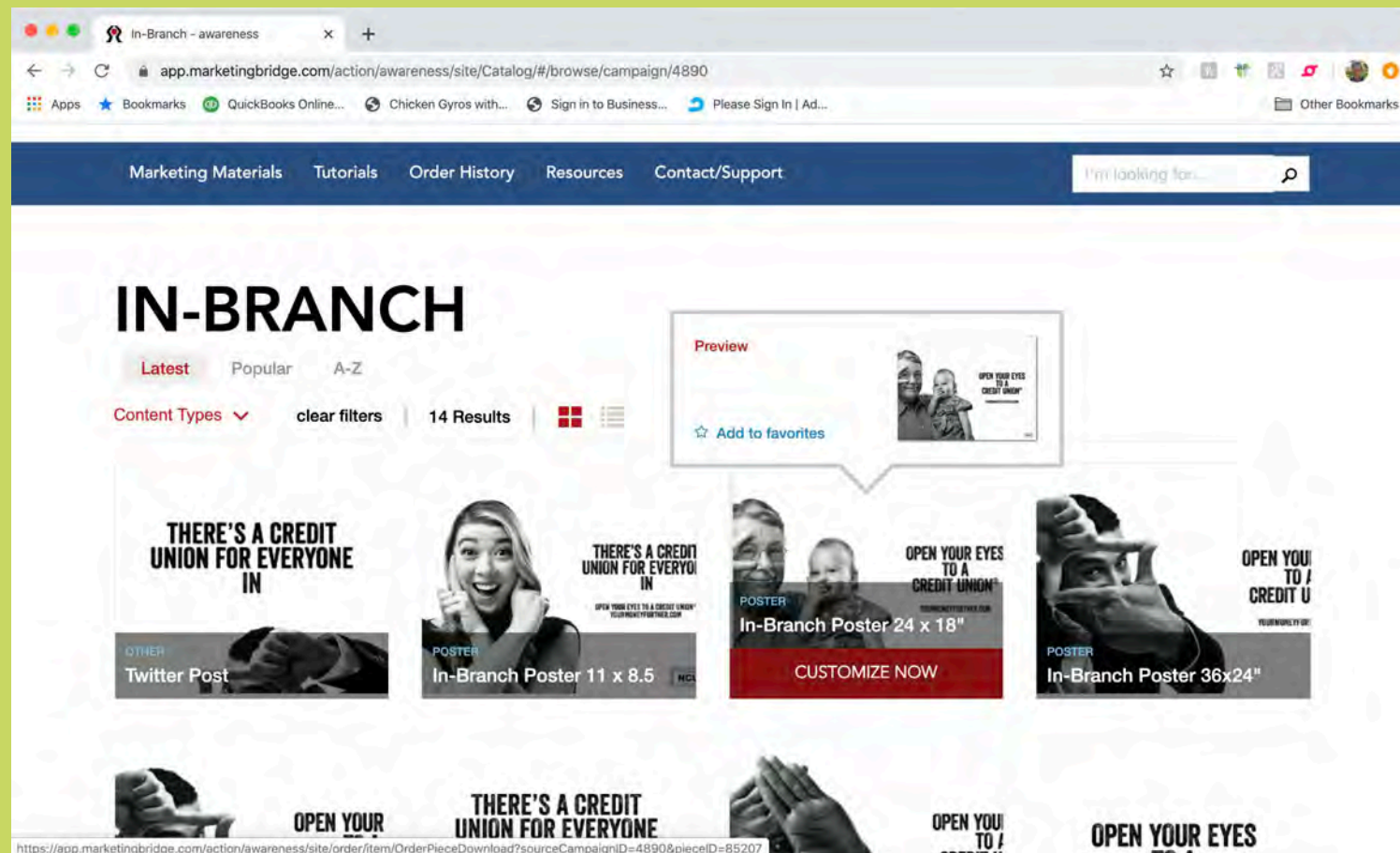


HOW OUR ADVERTISING MAY BE DIFFERENT FROM YOURS

- Elevates the credit union brand
- Not product-oriented
- Likely requires more frequency
- Designed to be long term

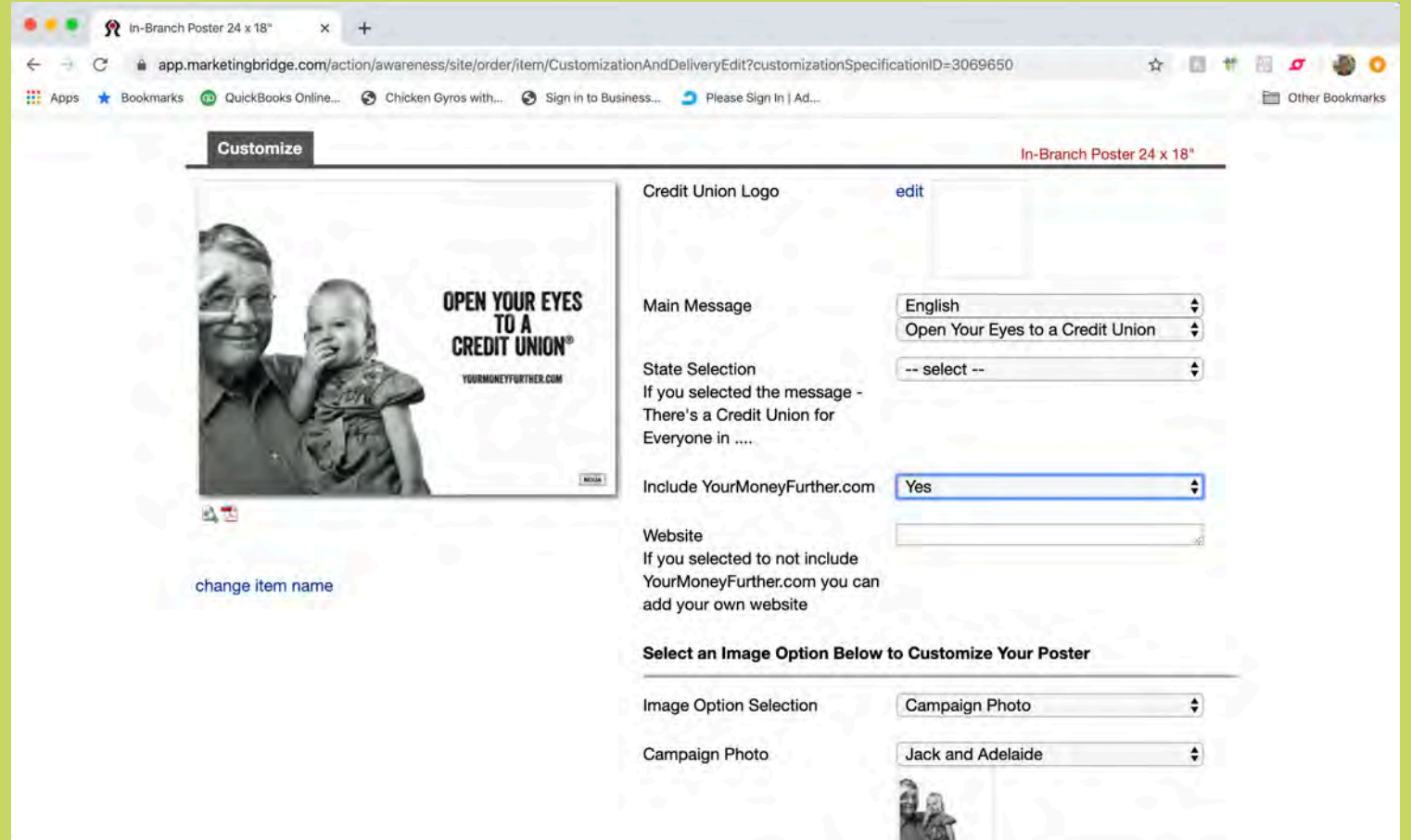
IT'S SIMPLE TO IMPLEMENT LOCALLY.

Choose from a variety of print and online resources—even social media graphics.



IT'S SIMPLE TO IMPLEMENT LOCALLY.

Upload your logo, choose a message and your favorite photo, and you'll receive a message when the file is ready for download.



The screenshot shows a web browser window with the URL `app.marketingbridge.com/action/awareness/site/order/item/CustomizationAndDeliveryEdit?customizationSpecificationID=3069650`. The page is titled "Customize" and "In-Branch Poster 24 x 18\". On the left, there is a preview of the poster featuring a photo of a man and a child, the text "OPEN YOUR EYES TO A CREDIT UNION", and the website "YOURMONEYFURTHER.COM". Below the preview is a link "change item name". On the right, there are several form fields: "Credit Union Logo" with an "edit" link, "Main Message" with a dropdown menu set to "English" and a text field containing "Open Your Eyes to a Credit Union", "State Selection" with a dropdown menu set to "-- select --", "Include YourMoneyFurther.com" with a dropdown menu set to "Yes", and "Website" with a text field. Below these fields is a section titled "Select an Image Option Below to Customize Your Poster" with a dropdown menu set to "Campaign Photo" and another dropdown menu set to "Jack and Adelaide".



IT'S SIMPLE TO IMPLEMENT

“

This has been a campaign that we have put in posters in our branches, out around our outside locations, as well as on social media.

”

*—Steve Stapp, President and CEO,
Unitus Community Credit Union, OR*

UNITUS COMMUNITY CU

Goal: Raise the CU's visibility and build raving fans/reviews so, when a consumer looks for a CU, Unitus is a top result with a high rating.

Outcome: Signage featuring creative assets grab consumers' attention at a high-traffic plaza. Actively acquiring 5-star reviews sets Unitus up for a high ranking when consumers search for a CU.





IT GETS RESULTS

“

We feel that this campaign also helped us reach our milestone goal last year of obtaining more than 250,000 members.

”

—Tricia Beeker, Marketing Director,
Truliant Federal Credit Union, NC

TRULIANT FCU

Goal: Achieve and surpass CU's milestone of 260,000 members.

Outcome: Running an OYE photobooth and using staff photos in creative adds extra personalization to assets. Member communications and partnering with a local publication gets the CU story out into the community. All these efforts helped the CU surpass the 260,000 member mark!





IT CAN INFORM YOUR MARKETING

“

This campaign is not to replace but to add value to what we're already doing.

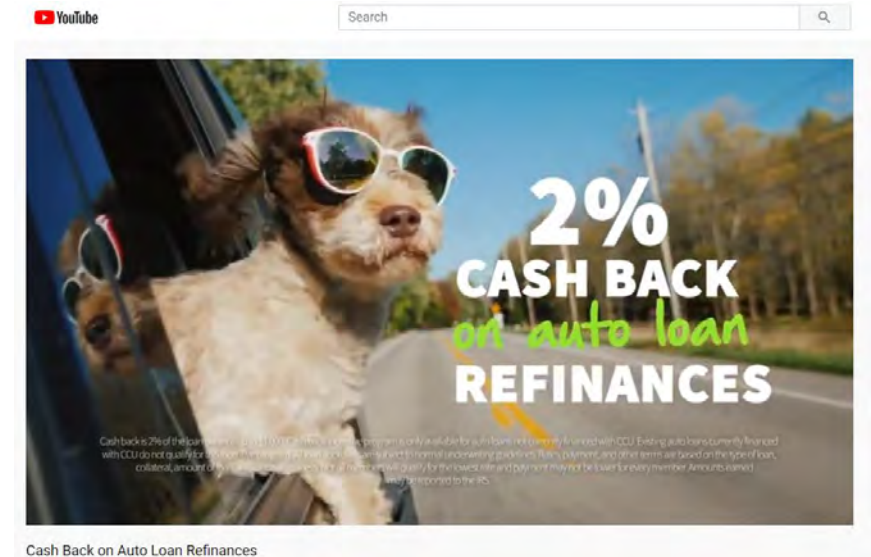
”

—Norallynn Gudger, Marketing &
Communications Manager,
Champion CU, NC

CHAMPION CU

Goal: Reach out to local influencers and inform them about the CU difference. Incorporate Open Your Eyes campaign intel into the CU's marketing.

Outcome: Talking points resonate with influencers, helping them talk about CUs. Messaging Guide, research, and campaign performance inform and help shape CU's marketing that resonates with members and potential members.





**WE KNOW YOUR NAME,
YOUR DREAMS,
AND HOW TO GET THEM**

OPEN YOUR EYES TO A CREDIT UNION®
YOURMONEYFURTHER.COM

Nateo
CREDIT UNION
— REAL FREEDOM —

NCUA

OYE WINS HERMES AWARD



Open Your Eyes to a Credit Union campaign won an Association of Marketing and Communications Professionals (AMCP) Hermes Platinum Award!

Thank you to all the credit unions, Leagues, and system partners that have contributed to this groundbreaking campaign.

THANK YOU TO OUR FOUNDING VISIONARIES

**FOUNDING
VISIONARIES**



Their robust strategic and financial contributions demonstrate their belief in both the initiative as well as the importance to increase credit union market share long term.

THANK YOU!

Chris Lorence, Executive Director
Clorence@cuna.coop

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