

# TEACHERS CREDIT UNION

**Problem:** How does a local credit union make a name for itself amidst national competitors?

**Solution:** Use a mix of out of home formats to establish your brand in the marketplace.

## **BACKGROUND:**

Founded in 1933, TCU is Indiana's largest credit union, with over \$1.7 billion in assets and service centers throughout Indiana. In addition to traditional financial services, they also offer services such as travel and insurance. Surrounded by competition that has trouble making a connection with consumers, there was an opportunity to gain an advantage through simple, relevant messaging. Also, credit unions are often able to offer better rates and programs than traditional banks, giving teeth to the messaging.

## **OBJECTIVE:**

To cut through the advertising clutter in the financial industry and leave consumers with a memorable point about the brand and

service lines. Messaging changed for each demographic, with different services targeted to the appropriate audiences. The goal was an integrated campaign that promoted the service lines with targeted messaging.

## **STRATEGY:**

To create a buzz around the campaign launch, we kicked it off with 3D spectacles, including one promoting TCU mort-

gages at the height of the sub-prime mortgage crisis. From there, we merged into the bold red and white look and evolved the campaign into a two-word headline driven series of promotional messaging.





## PLAN DETAILS:

In addition to the spectaculars that launched the campaign, stacked and side-by-side posters as well as single bulletins and posters were used. Digital bulletins also delivered day-part messaging to drivers corresponding to specific times of day. The campaign has since grown into on-premise signage, kiosks, and even ATM wraps. Media plans for the entire 2007 calendar year included major metro areas of Indiana, including Indianapolis and South Bend.

## RESULTS:

Elements of the campaign won local Addy Awards and CUNA (Credit Union National Association) Diamond Awards. The work also received press coverage from several sources, including Outdoor Advertising Magazine.

Results from the campaign compare number of new accounts opened in only the first six months of 2008 to the number of new accounts opened in all of 2007:

- 858% Increase of new Money Market accounts (12 new in 2007/115 new in 2008)
- 43% Increase of new CDs (6742 new in 2007/9654 new in 2008)
- 6.7% Increase of new IRAs (1023 new in 2007/1092 new in 2008)
- 37% Increase of new Mortgages (470 new in 2007/645 new in 2008)
- 72% Increase of new Unsecured LOC (293 new in 2007/505 new in 2008)

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