

Be A Member. Not Just A Number.

You're the Boss

Mining the DNA of a credit union with a lot of heart helped them become a 75-year overnight success

The primary business objective was to grow membership by 20%. To accomplish this, we needed to generate a significant lift in awareness and interest in an expensive media market using a relatively modest budget. A secondary objective was to create this growth in membership in the 18 to 34 age group, effectively creating a new generation of credit union members.

Through our research, Garritano Group determined three key findings that would ultimately affect strategy development and all our subsequent communications:

- Most people were not familiar with the benefits of credit union membership in general or with CCFCU in particular
- Credit union customer media usage generally was in line with other financial institutions allowing for significant multimedia opportunities within the target audience
- When choosing a financial institution, the household primary decision-maker is female



Using this as a backdrop and starting with the notion that CCFCU was a “75-year overnight success” despite a lack of formal advertising, Garritano Group approached the initiative with a comprehensive plan to completely “rebrand” CCFCU right down to changing the logo.

Industries:

 Financial Services

Services:

- ▶ Branding, Campaign and Media Strategy
- ▶ Creative Development and Execution
- ▶ Brand Identity, Radio and Print Advertising, Digital Marketing, Direct Mail and Sales Collateral
- ▶ Reporting and Analytics

Results:

- ▶ ROI of more than 400%
- ▶ Net member growth in branch traffic alone has increased 55% month over month during the promotion period
- ▶ Conversions of leads to sales was an impressive 95% with an LTV projected to be higher than the existing member base



**GARRITANO
GROUP**



Direct Mail and Membership Materials

Execution:

Realizing that this client already had a very powerful DNA in place that was naturally attractive to members on a very gut level, the agency sought to tease out the natural elements of the organization's personality: a certain gracious warmth coupled with a refreshing and very genuine commitment to customer service. Using the smart, respectful and easygoing manner of senior management as a guide, Garritano Group took the elements of this DNA and manufactured a younger, hipper but very approachable personality. Combined

with the primary message that being a member meant being in charge, Garritano Group created a new brand image and message anchored by the theme: "Minneapolis, We're Here For You."

The agency created a communications plan that employed a multimedia direct contact and awareness building strategy and developed all materials from the print advertising to the website. Each carried the newly developed branding and messaging.

Grow. Smarter.