

ENTRY FORM

Please complete and return two copies of this form with your payment and electronic entry. (Entries may also be e-mailed to MichiganMarketingAwards@mcu.org.) This form is available online at www.mcu.org keyword: MarketingAward. If you enter a piece in more than one category, make sure you complete the requirements and entry form for each category. Judges will not cross-reference pieces from one entry to another.

General Information

Category:

- | | | |
|--|---|---|
| <input type="checkbox"/> 1. Business/SEG Development | <input type="checkbox"/> 6. Miscellaneous | <input type="checkbox"/> 11. Radio |
| <input type="checkbox"/> 2. Complete Campaign | <input type="checkbox"/> 7. Newsletters | <input type="checkbox"/> 12. Segmented Marketing |
| <input type="checkbox"/> 3. Direct Mail | <input type="checkbox"/> 8. Outdoor | <input checked="" type="checkbox"/> 13. Television Ad |
| <input type="checkbox"/> 4. Web Site Marketing | <input type="checkbox"/> 9. Point of Sale | |
| <input type="checkbox"/> 5. Membership Packets, Brochures, or Booklets | <input type="checkbox"/> 10. Print Ad | |

Title of Entry: New Name and Brand Rollout

Credit Union Asset Category:

- | | |
|--|---|
| <input type="checkbox"/> Less than \$40 million | <input type="checkbox"/> \$75 million-\$150 million |
| <input type="checkbox"/> \$40 million-\$75 million | <input checked="" type="checkbox"/> \$150 million and above |

Credit Union to be Named on the Award (Please print exact way to appear on plaque, including upper and lower case):

Wildfire Credit Union

Mailing Address: 6640 Bay Road

City: Saginaw

State: MI

Zip: 48604

Name of Person Submitting Entry: Karen McGaughey

Telephone: 206-826-0330

Ext. _____

Fax: 206-344-5717

E-mail: karen@webermarketing.com

Agency (if applicable): Weber marketing Group

Objective: To communicate the new name

Target Audience (Who are your members?): all members, non-mbrs 20-30 yr old

Market/Competitive Factors: Implementation of non-traditional FI name

Total Costs: \$26,295.00

Production Costs (writing, design, printing, recording, etc.): \$8,150.00

Placement Costs (media or mailing costs): \$18,145.00

Results (if required)

For This Piece/Entry Only

For Complete Campaign

Marketing Goal (\$ or #): see additional entry info attached

Base Figure (\$ or #): 2008 Oct. New Mbrs. 186
2008 Nov. New Mbrs. 155
2009 Oct. New Mbrs. 248
2009 Nov. New Mbrs. 210
% of Marketing Goal: average % of goal = 229%

PAYMENT FORM

Please submit your payment, two copies of each entry form, and electronic entry to the address below. (Electronic entry may also be sent to MichiganMarketingAwards@mcu.org.)

Entry Fee: \$75.00

Payments and Fees

Number of entries _____ @ \$75.00 each = \$ _____

} refer to complete campaign entry

Payment must accompany the entry forms with check/share draft payable to the Michigan Credit Union League.

Mail to: Michigan Credit Union League

Attention: Karen Biestek

38695 W. Seven Mile Road, Suite 200

Livonia, MI 48152

Questions or Problems - Call Karen Biestek at 800-262-6285 x536 or e-mail at MichiganMarketingAwards@mcu.org.

Additional Entry Information: Wildfire Credit Union TV spot: A great place is getting even better.”

1. Strategy Overview

Wildfire Credit Union (previously Communications Family Credit Union) switched to the new name on October 12, 2009. The timing of the new name and brand coincided with National Credit Union Week, creating a large celebration and transformational event for the unveiling of the new name.

Wildfire Credit Union was introduced to the public for the first time on October 12th with live press coverage of the exterior branch signs being installed. Tim Benecke, CEO of Wildfire Credit Union, was live on scene that morning to reveal the credit union's transformation to the new name. The rollout campaign launched the same day. An important part of the name introduction was TV advertising.

2. Objectives

- Communicate the new Wildfire Credit Union name.
- Build awareness that Communications Family Credit Union is now Wildfire Credit Union.
- Introduce the new brand in imagery, tone and key messages and demonstrate how Wildfire Credit Union is *Distinctively Better* utilizing broadcast media
- Transition smoothly from the old name to the new with proactive and positive communications.
- Create an open invitation for the community to join Wildfire Credit Union.

3. Active Campaign Promotional Period

- October 12, 2009 through November 30, 2009 (immediately following the rollout campaign was a very successful Saturday Loan Event)

4. Target Audience

- All current credit union Members
- Non-members age 20-30 years old

5. Market/Competitive Factors

- Introduction of a new financial name that is non-traditional
- Old name Communications Family was no longer representative of who could join the credit union and research revealed it was a barrier for new member growth

6. Key messages and value proposition

Same great place, new name; Discover something better; Be a part of it; Join Wildfire Credit Union

7. Results Measurement

The campaign objectives were focused on ROO (Return on Objective versus ROI) and not measured by loan/deposit volume or revenue, or new members. Coincidentally, beyond the ROO the credit union did see a

significant increase in new members after the new name was announced compared to the average monthly new member growth rate comparative to one year earlier.

- 229% percent of marketing goal
 - 30% increase (248 new members) in new member growth in October 2009 compared to October 2008
 - 35% increase (210 new members) in new member growth in November 2009 compared to November 2008
- Maximize community awareness of the new name
 - "Talk of the Town" – 70 local blog posts about the new name the first week of rollout
- Minimize member loss from name change
 - Less than 10 members closed accounts of which 5 were already in dormant status