

**MICHIGAN CREDIT UNION LEAGUE (MCUL)
CU DIFFERENCE COMMITTEE
CONFERENCE CALL
APRIL 5, 2010
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 2:03 p.m.

II. ROLL CALL

CU Difference Committee members participating were: Dennis Christensen, Karen Church, Philip Cooper, Jessica Diedrich, Sarah Ermatinger, Lisa Fawcett, George Isola, Barb Ostroski-Enos, Jerri Schmidt, Fred Schuster, Jennifer Shew, Janet Thompson, and Lauren Vance.

The following MCUL/CUcorp staff also participated: Dave Adams, Maureen Lafrinere, Lee Ann Mares, and Glenn Ray.

The following Committee Members were absent: Heather Bade, Danielle Brehmer, Darren Cameron, April Clobes, Richard Gatiss, Carrie Iafrate, Amy McGraw, Chris Overbeek, Cutter Phillips, John Rupert, and Scott Williams

III. MINUTES

A. **IT WAS MOVED, SUPPORTED AND CARRIED** to approve the November 18, 2009 Meeting Minutes as presented.

IV. REPORTS

A. MCUL President & CEO/Committee Ex-Officio David Adams

Dave Adams thanked the committee members for their time, help, and input with the CU Difference Campaign. The fundraising was phenomenal. We have lots of new and exciting changes including the selection of a new agency, McCann Erickson. This is a quality agency with a lot of very large clients. There will be a supplemental campaign funded by CUcorp focused on Save to Win, a tie in that will be very synergistic.

We recognize slight tweaks need to be made to the creative; we've received input from a number of credit unions. The ads may be a bit too hard hitting but we can't over react and change them too much. We will focus on why credit unions are different, why people should belong, main street versus Wall Street, for members versus for profit.

V. INFORMATIONAL ITEMS

A. Fundraising

Maureen Lafrinere reviewed the fundraising results. We raised over \$2 million with \$175,000 from the 2009 rebates from the MCUL fees that credit unions put back into the campaign and \$750,000 being contributed from credit unions. The total from credit unions equals \$929,691 and with matching dollars, interest and money left over from a previous campaign the grand total comes to \$2,004,557.

B. 2010 Creative

Lee Ann Mares gave an overview of the new firm McCann Erickson and the creative. It is meant to differentiate the difference of member owned. We can pull back on a few things but we have a unique opportunity now that people are upset over what has happened.

Some committee members expressed their concern regarding the impression of bank bashing and the statement of bank executives getting big bonuses but that credit unions are for their membership and not shareholders like banks is right on. Someone else commented that some banks are actually apologizing for what they've done in the past so they are bashing themselves.

Lee Ann commented that all our campaigns have been very positive but we need to change it up a bit and reiterated that we will probably never get another opportunity like this.

C. 2010 Media Plan

Maureen Lafrinere stated that McCann Erickson took a look at our goals, budget and past campaigns. Their recommendations were to have the campaign start April 26 and complete in June targeting adults 25 to 54 with it skewed to hit adults 18 to 34 with a message to promote the CU Brand and Invest in America.

This plan will focus on effective frequency and brand reach with a goal of 50% of the target audience see it a least seven times. The plan will reach 80% of the audience at least seven times.

Where input is needed is for the additional funds in the Flint, Grand Rapids, Lansing, and Marquette DMAs. There are two options to use the extra funds.

1. Add an additional four weeks in each of the four markets (running through July 25),
2. Drive traffic to lovemycreditunion.org and support the "Own Your Money" campaign in digital space. The online presence will run from April 26 through July and will target adults 18 to 34 who are in the market for a financial relationship. This is a very trackable and can give good insight into determining what is working and what isn't.

The second option will actually benefit all DMAs to an extent, however the marketing will geo-target specifically the four DMAs with the extra funds. Dave Adams noted we may go to those markets that don't have additional money to try to get them to contribute more so their DMAs can be specifically targeted.

Creative productions are scheduled to be completed mid-April with the media buying to begin as soon as possible and also be approved by mid-April. The campaign will launch April 26 with the TV and radio campaign concluding June 27.

D. 2010 Tentative Meeting Dates

The scheduled Committee meeting dates for 2010 are August 17 and November 10. There will probably be another audio conference scheduled soon to discuss the results of this meeting and the new creative.

VI. ADJOURNMENT

IT WAS MOVED, SUPPORTED AND CARRIED by consensus to adjourn the meeting at 2:47 p.m.