



2016 Plan

February 9, 2016

What is CU Link?



The journey of a thousand miles begins with one step.

– Lao Tzu

What is CU Link?



This is our story, and it's just the beginning.

In a word: us

- All of us collectively working together toward the same goal
- Michigan's Credit Unions
- We're not competing against each other
- We're pulling away customers from banks and turning them into members

How Does This Make You Feel?



How Does This Make You Feel?



How Does This Make You Feel?



Every Step We Take



Integration

2016 Updates



What is Integration?



- The act of all pointing in the same direction
- The emphasis of our network: Michigan's Credit Unions
- <http://www.mcul.org/files/mcul/1/file/CULink2016/CULink-2016-Integration-Guidelines.pdf>



Integration Changes for 2016



- Bye-bye logo requirements
 - Focus on Michigan's Credit Union Network
- Bye-bye website
 - Call-to-action should be your web site
 - Ours is in the process of being updated, including search functionality that features all CUs and their FOM
- Assets
 - Available to all contributors regardless of level
 - Including: video, audio, photography, etc.

Integration changes for 2016



- Processes
 - 24-hour turnaround on creative approvals
 - 48-hour process initiation for reimbursements
 - Quarterly reminders of funds and reimbursement opportunities
- Requirements
 - Keep the simple, emotional ad style
 - Emphasize that “[you are] a member of Michigan's Credit Union Network”

Creative Approval Process



* Note timelines are the standard anticipated return time. There may be minimal exceptions in the event of holidays, conferences or travel.

Reimbursement Process



* Note timelines are the standard anticipated return time. There may be minimal exceptions in the event of holidays, conferences or travel.

Integration Samples



FIRST
CAR
TO
NEW
CAR



CHIEF FINANCIAL
CREDIT UNION
A member of Michigan's Credit Union Network.



Credit card rates average
4% LESS THAN BANKS



CHIEF FINANCIAL
CREDIT UNION

A Member of Michigan's Credit Union Network. 

Integration Samples



The screenshot shows the Facebook profile for Team One Credit Union. The header features a search bar with the name 'Team One Credit Union' and navigation links for 'Michigan Credit Union Leag...', 'Home', and a notification bell. The main cover image depicts a family of three walking on a beach at sunset, with the text 'It all starts with a SINGLE STEP' overlaid. The profile picture is a logo with 'TEAM ONE CREDIT UNION' in green and black. Below the cover image, the page name 'Team One Credit Union' and category 'Bank Loans' are displayed, along with navigation tabs for 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. On the left side, there are statistics: '2,813 people like this', '102 people have been here', and a 4.5-star rating from 154 reviews. The right side features a 'Create Page' button and a 'Recent' year selector. The main content area shows a post from 'Team One Credit Union' about a 'Flint Water Drive' on October 27, listing supporting organizations like Hamilton Health Clinic, Consumers Energy, and Great Lakes Row Racino.

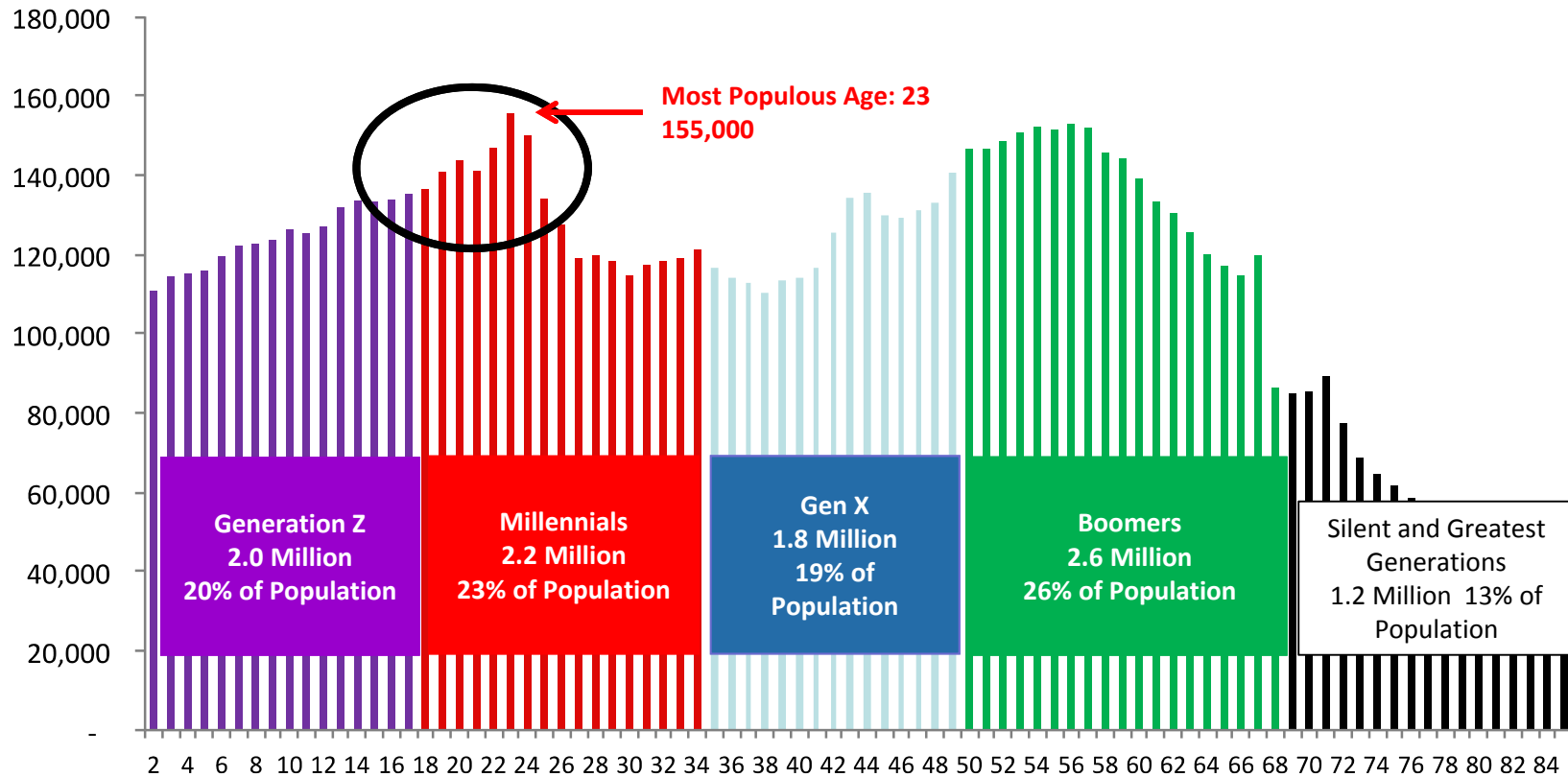
Audience Segments



18 to 34 Year Olds Are the Largest Group Since the Early 1980s Moving Into the Banking Marketplace



Michigan Population by Age 2+



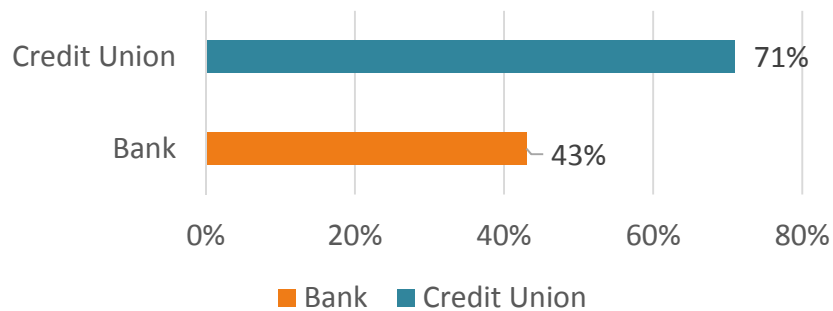
Note: Greatest Generation includes 85+ population.

Source: U.S. Census 2012 Projection adjusted to 2015

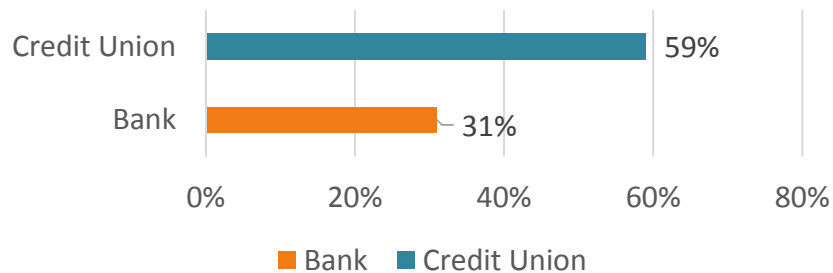
Favorability and Trust Rankings



Favorability



Trust



Primary Financial Institution (PFI) Rankings

Credit Union vs. Bank: Favorability Ranking

- **36%** consider a credit union to be their PFI
- Among those, **71%** in 2015 were “*Very confident*” that their credit union is the best place for their financial needs
- In contrast, *only 43%* were “*Very confident*” that their bank is the best place for their financial needs

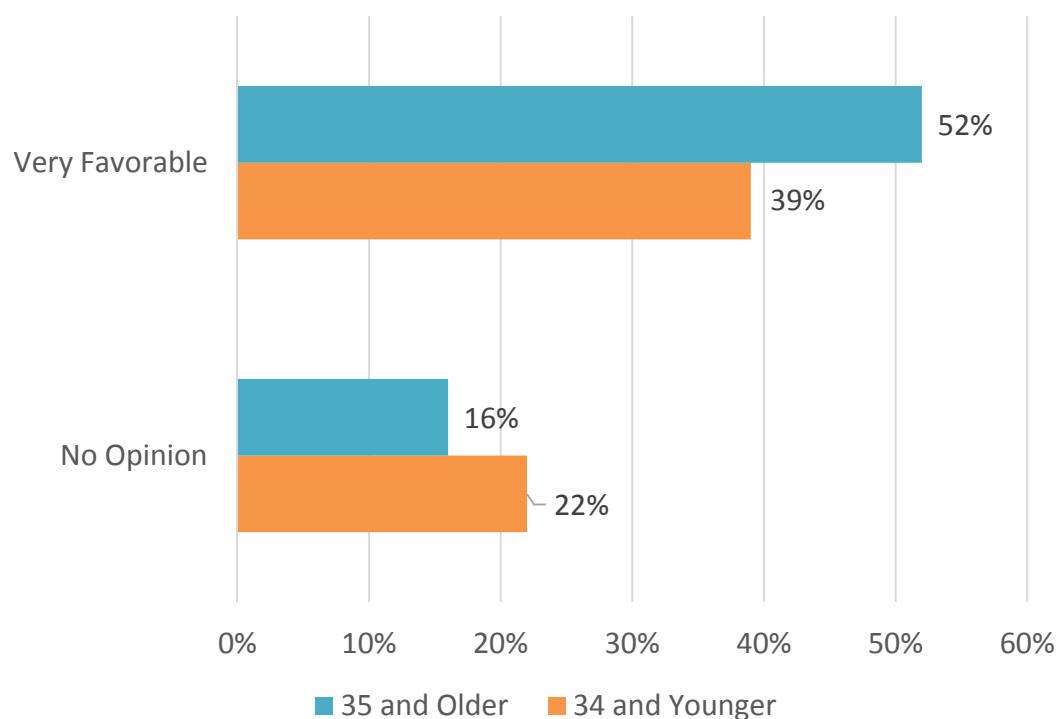
Credit Union vs. Bank: Trust Ranking

- **59%** “*Trust entirely*” that their credit union is doing what is in their best interest
- In contrast, *only 31%* entirely trust their bank

One in Five Adults Age 34 and Younger Have “No Opinion” of Credit Unions



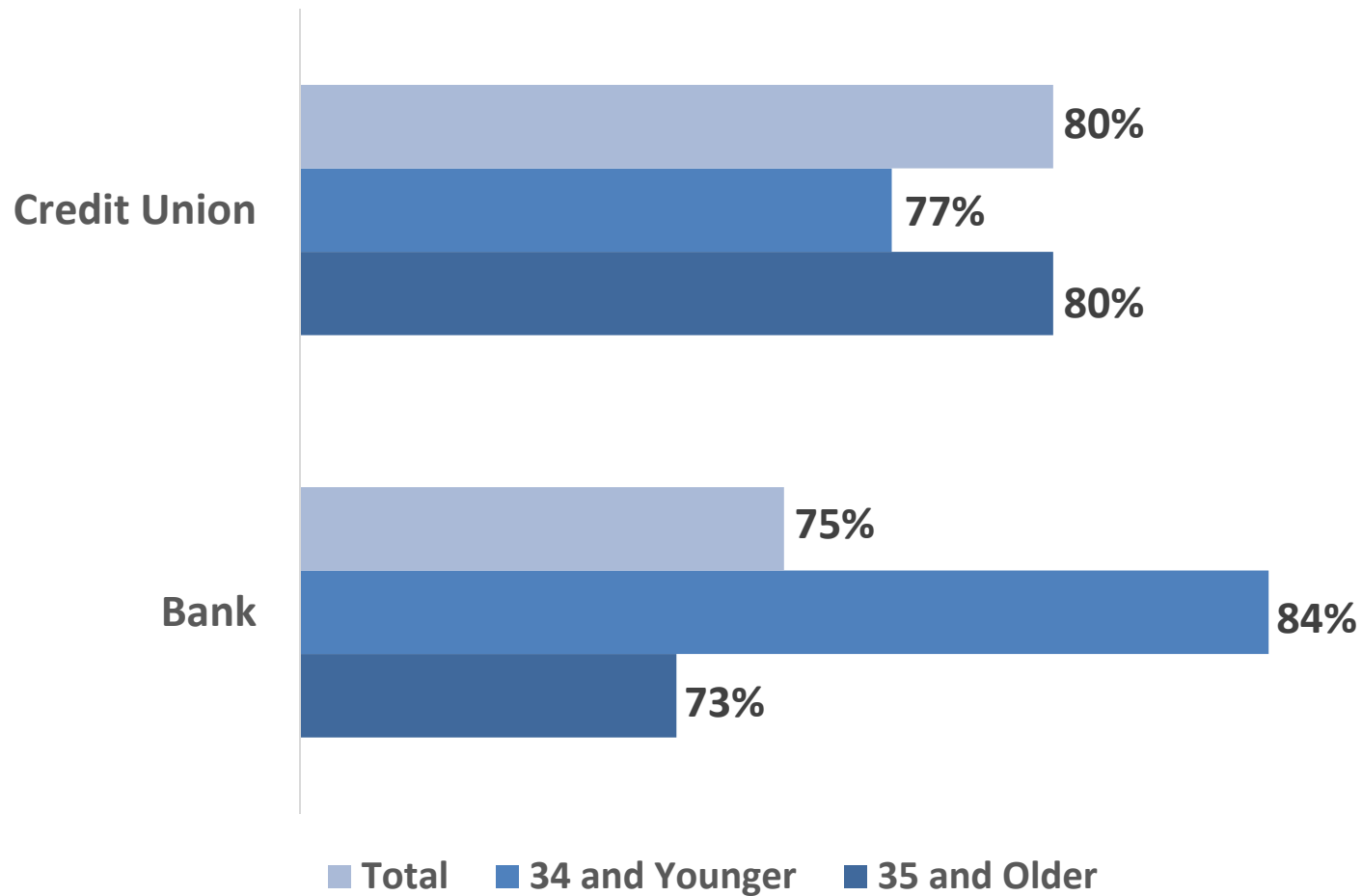
Overall Credit Union Perception



Perceptions Based on Age

- The 34 and younger population was significantly less likely than those age 35 and Older to have a “*Very favorable*” perception of credit unions (39% vs. 52%)
- However, the proportion with no opinion was significantly higher among those 34 and younger vs those age 35 and older (22% vs. 16%)
- This notes an opportunity for expansion and defining the credit union difference to those without a preconceived bias

Willingness to Consider Banks Is Significantly Higher for Those 34 and Younger



Yet, They're NOT Happy with Banks



FAST COMPANY

“Sorry Banks, Millennials Hate You” **March 2014 Issue**

The Opportunity

- *“All four of the leading banks are among the top ten least loved brands by Millennials.”*
- *“We’re hearing so loud and clearly from our biggest audience that there’s a whole industry that’s not meeting their needs.”*

Source data: Viacom Scratch – 2011 – 2014 n = 10,000



Advertising Objectives

- Generate consumer awareness of the advantages of credit unions over banks or other financial institutions
- Conquest “share of wallet” from banks
- Increase use of credit unions among current members

Target Markets

- Primary: Adults who use banks with an emphasis on younger adults
- Secondary: Current credit union members

Strategic Background

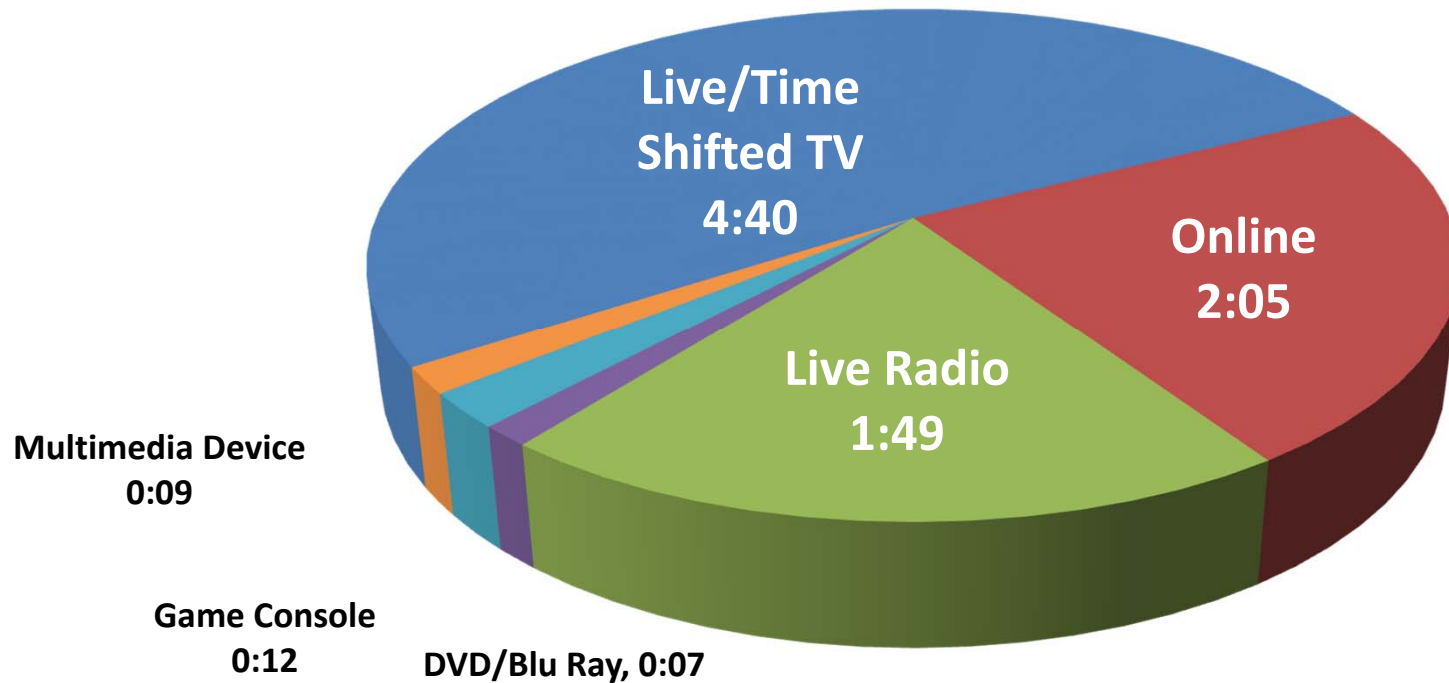
Time Spent with Media



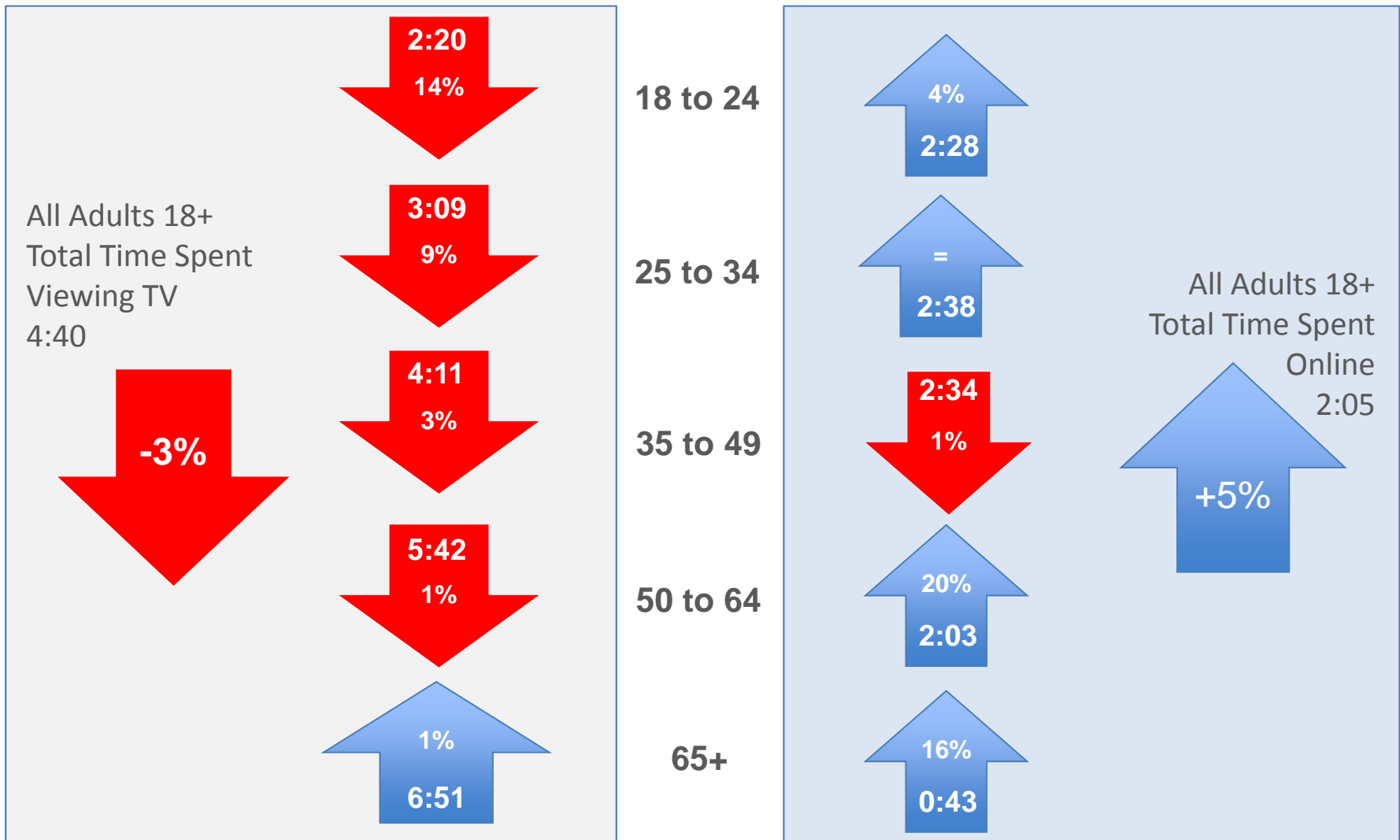
TV is Still Dominant, but Younger Consumers Are Shifting to Online Access for All Forms of Content



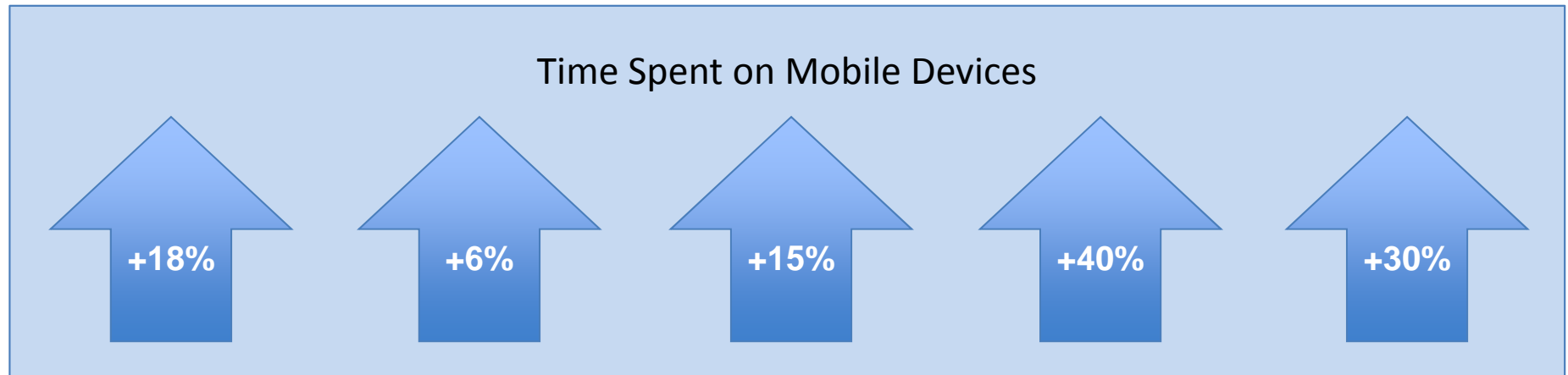
Daily Time Spent – Adults 18+



Media Consumption Continues to Shift Online Across All Age Groups



Mobile Use Now Drives Online Growth While Desktop Use Is Down for All Age Groups Below 50



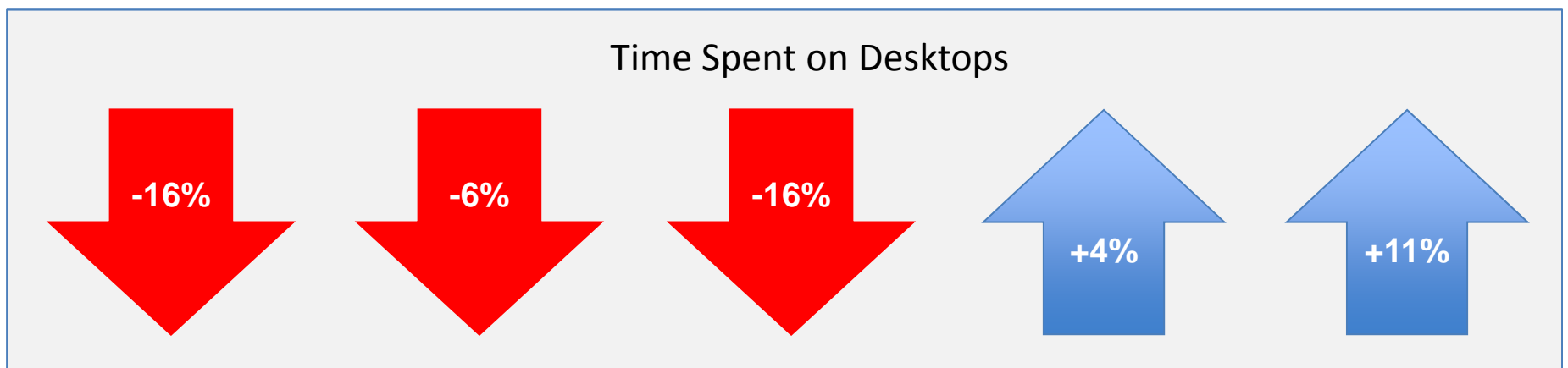
18 to 24

25 to 34

35 to 49

50 to 64

65+

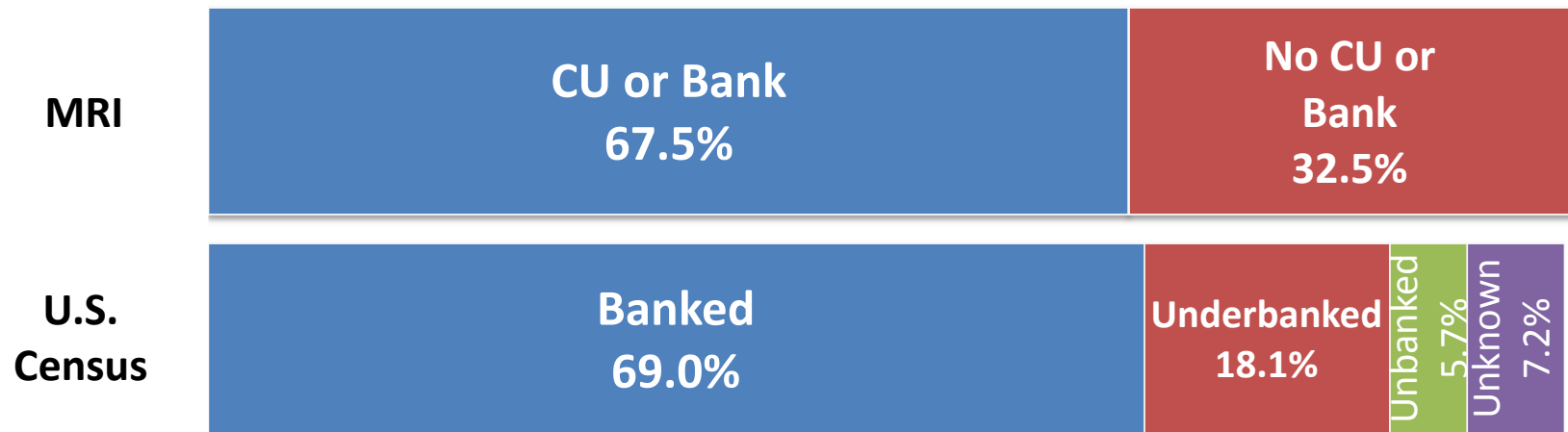


Target Exploration

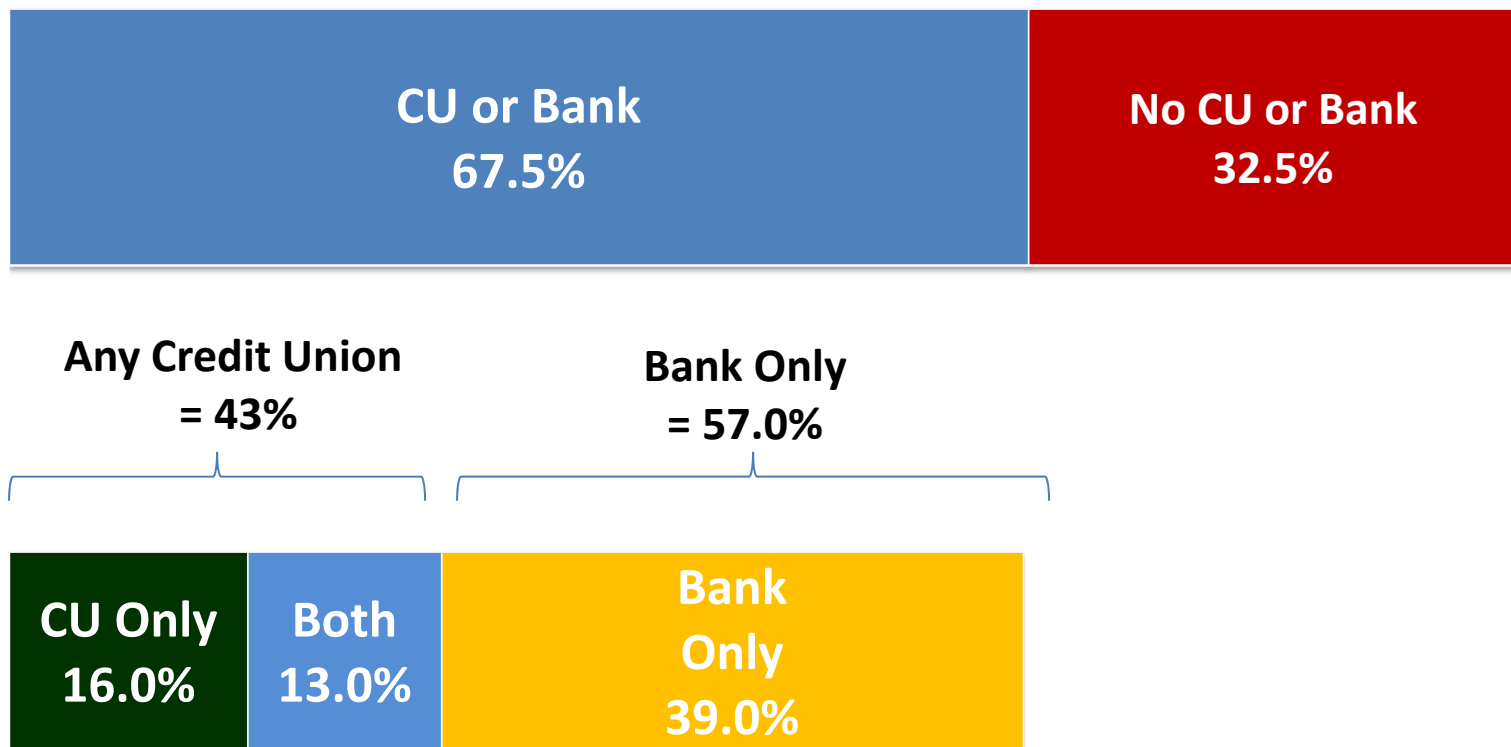
Credit Union Members vs. Bank Customers
Mediamark Research Incorporated (MRI)



MRI's Population for Banked In Michigan Closely Aligns With Census Bureau Figures



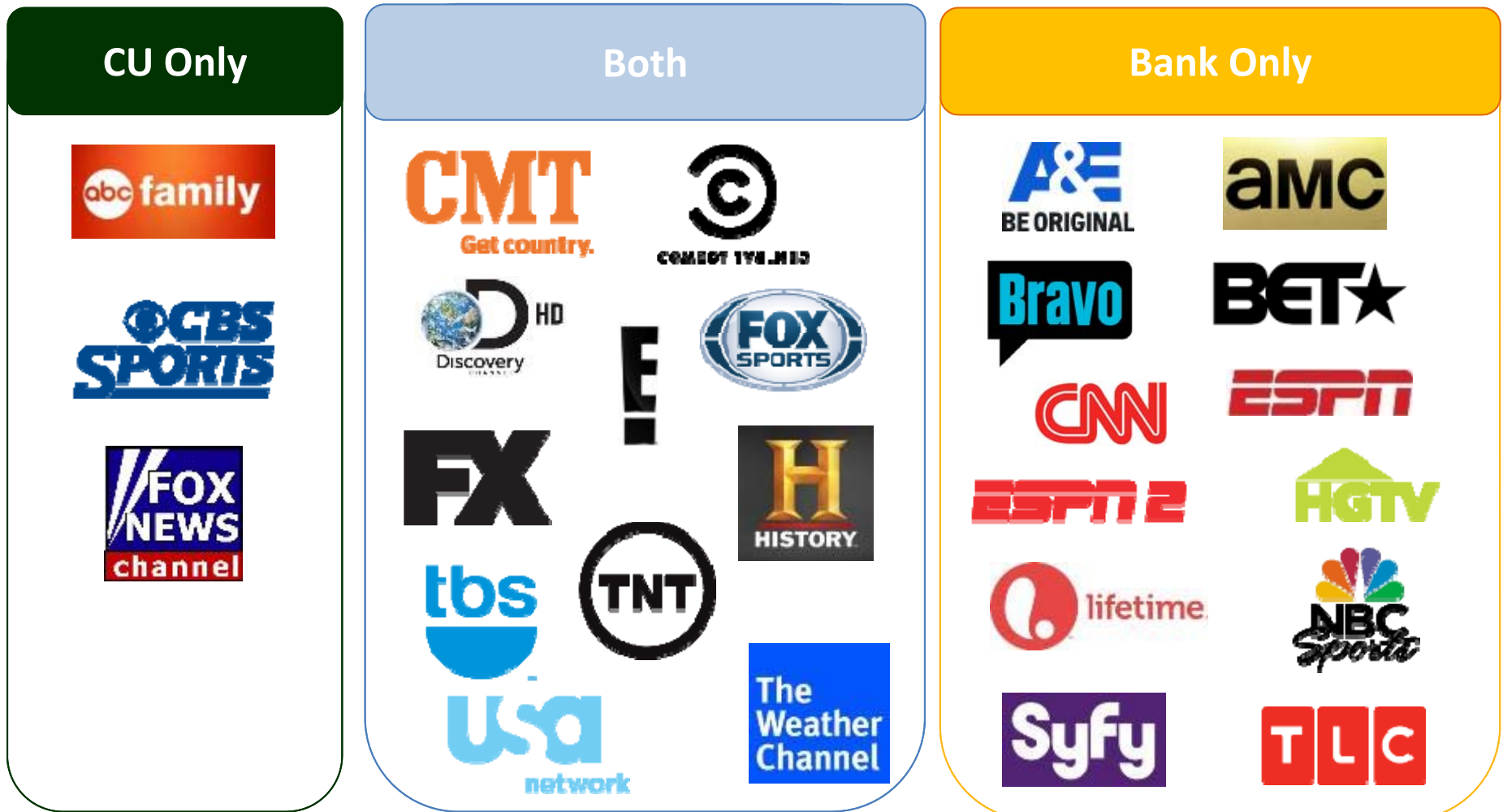
Adults Who Only Use a Bank Represent Almost 60% Of Michigan's Banked Population



“Bank Only” Viewers Have Different Favorite Cable Networks Than Credit Union Members



Cable Stations skew by composition of viewers



Radio Listening Preferences Differ, Too



Likelihood versus Adults 25-54

Format	CU Only	Both	Bank Only
Adult Contemporary	+7%	+15%	+24%
Alternative	+5%	+7%	+45%
Contemporary Hits Radio	+11%	+19%	+30%
Country	+31%	+52%	+11%
Hot AC	+26%	-6%	+29%
News/Talk	+11%	-15%	-1%
Religious	+68+	+9%	+9%
Rock	+56%	+10%	+28%
Sports	+41%	+165%	+153%

Media Strategy



Strategy

Rationale

Increase allocation to TV

Maximizes coverage and highlights new creative

Skew broadcast toward Adults 25-54 who are “Bank Only”

Increases emphasis on conquering share of wallet

Target online components to adults 18-44

Matches media usage and over-delivers likeliest new accounts/switchers

Eliminate Outdoor

Focuses resources behind messaging that extends beyond awareness

Media Plan Components by Market



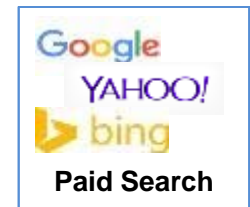
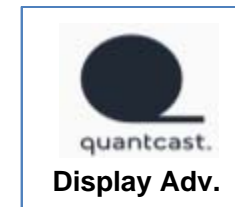
Cable TV



Radio



Online



- All TV DMAs
- Berrien/Cass
- Menominee
- Gogebic

- All Radio Metros
- All non-metro counties with participating CU

- Statewide

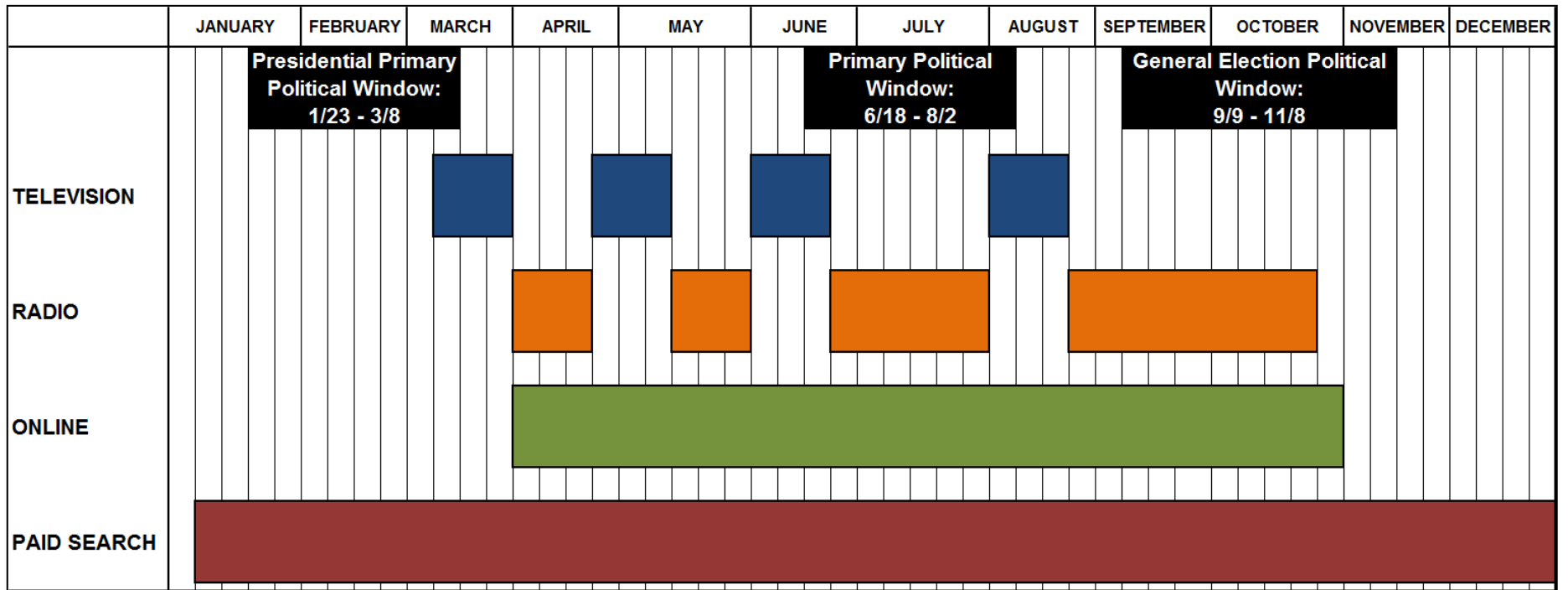
Budget Recap



Medium	2016 Percent of Impressions	2016 Percent of Budget	2015 Percent of Budget
Radio	32.0%	45.2%	60.6%
TV	25.0%	31.2%	9.9%
Digital	24.6%	10.6%	10.4%
Pandora	14.6%	10.0%	5.3%
Paid Search	3.8%	3.0%	2.9%
Outdoor	<u>0.0%</u>	<u>0.0%</u>	<u>10.9%</u>
TOTAL	100.0%	100.0%	100.0%

Note: Estimated Radio and TV impressions do not include non-Radio metro counties and the following counties for TV: Berrien, Cass, Gogebic, Lenawee and Menominee.

CU Link Media Plan Timing by Channel



Q&A

All Feedback Is Welcome ~ No Tears Will Be Shed



Thank You



For more information on creative, consumer survey trends, integration, etc., Visit: www.mcul.org/culinkadvertising



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