



CU Link Campaign Integration Assets and Guidelines

When we work together through a cooperative effort, we are all stronger, and we will be with you every “Step” of the way.



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How to Use This Guide



This PDF works best if you rely on its built-in interactivity. The top and bottom navigation tabs indicate which areas are 'live' (i.e., clickable). These live areas function in the same way that links do in a web browser.

All type in orange and white is also clickable. Click on the CU Link logo to return to the Home page at any time. You can also use the 'Find' function in Adobe Acrobat to search for particular words.



How to Participate in 10 Easy Steps

- Step 1** Opt in to be a full fair share member
- Step 2** Check the box to participate in the 2017 Membership form
- Step 3** Contact your League Rep by and let them know you're on board.
- Step 4** Review this document for guidelines and brand requirements
- Step 5** Plan your 2016 marketing strategy -or- [contact](#) your League Rep for assistance. *Help is only an email away*
- Step 6** Prepare new creative samples
- Step 7** Submit scripts, visual samples, etc. to culink@mcu.org for approval prior to completion
- Step 8** Finalize and distribute new creative
- Step 9** Submit paid invoices and final product samples to culink@mcu.org for reimbursement
- Step 10:** Follow our social media ([Facebook](#) and [Twitter](#)) for special mentions of your creative projects



What is the “Steps” campaign?

CU Link continues to be about making connections.
This unifying force strengthens the perception of Michigan credit unions.

Our campaign is more than facts, such as better rates, lower fees and ATM access.

This links all of the important life steps people take: from buying a car, going to college, getting married, starting a family to an important financial step: joining a Michigan credit union.

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

How did we prepare for this?

Months of research and state-wide collaboration went into this campaign to maximize effectiveness and expand outreach.

This process included:

- Referencing the annual CU Difference consumer study
- Targeting Gen Y and Millennials
- Increasing current member participation in programs
- Testing creative concepts on focus groups for consumer reaction
- Reviewing final concepts with committee, adjusting for feedback and developing into a full campaign

2017 Goals

What are we trying to accomplish with the new creative?

We aim to create an emotional tie between member and non-member consumers with Michigan credit unions, connecting these significant life events to the important process of managing money.

- We leverage credit union benefits and combine them with lasting impressions, for example buying a first car. All of these moments can be yours with the help of your credit union.
- By driving home the idea of "Michigan's Credit Union Network", we're confident we'll be able to convey, convince and ultimately convert our viewers from banks to credit unions.
- Media placements are in collaboration with key demographic groups. This campaign is reaching Gen-Y and Millennials with enhanced digital ad buys, social and streaming radio promotions.
- Additionally, we are reinforcing current members with outdoor, television and traditional radio.

Why is Cooperative Advertising Important?

We are celebrating 100% participation with this campaign. As we collectively promote the credit union difference, it helps everyone build advocacy ties with the legislature, expand current members share of wallet and sway potential new members from banks to credit unions.

Benefits include:

- Get the most mileage out of our total advertising dollars and expand reach of the CU Link campaign to as many consumers as possible
- Help credit unions leverage the broad, omni-channel advertising buy that they helped to fund

Your Feedback is Welcome

We're already looking forward to ways to improve the campaign and the integration opportunities. For that, we need your feedback. We are partners in this campaign.

When you have praises, success stories and even constructive criticisms, we're listening. All feedback can be sent through the [contact](#) link below.



Integration Guidelines

Required Elements

For integrating credit unions, we offer resources to allow for simple and successful ad development. In order to maintain the brand and solidify the message, we are requiring a combination of tagline and visual/audio style cues to be included in all marketing pieces.

- (Insert name) is a member of Michigan's Credit Union Network
- Visual style examples include:
 - Photos similar to the campaign style (*emotional in nature*)
 - [Click here for a list of samples](#)
 - Campaign swoosh in credit union brand colors, or
 - CU Link logo
- Messaging style examples include:
 - Headlines, subheads or copywriting call outs that showcase the benefits of joining a credit union
 - Copywriting that is emotional in nature calling out the concept of important life "steps" (*i.e. buying a home, starting a family, buying a car, etc.*)
 - [Click here for a list of samples](#)

Potential Media Channels

- Print ads and web banners
- Posters, flyers, etc.
- Videos (TV, YouTube, etc.)
- Digital media (ATM screens, etc.)
- Social media cover images, Facebook ads, etc.
- Outdoor/Billboards



Integration Sample

Sample: Outdoor board

This board uses visual cues (i.e. photography style), messaging cues (i.e. CU vs Bank copy) and "Michigan's Credit Union Network" without compromising credit union specific branding.

Copywriting/Messaging Style Examples

Goal: To create an emotional driver that provides a subconscious call to action based on relatability

Sample Intros

- ❑ Are you ready for life's big steps.
- ❑ It all starts with a single step.
- ❑ You're only a few steps from home.

Credit Union Stats

- ❑ Auto loan rates average less than banks.
- ❑ Credit card rates average 6% less than banks.
- ❑ With fewer fees and better rates, last year, members saved over \$340 million by joining a credit union.
- ❑ 1,600 surcharge-free ATMs in Michigan.
- ❑ Every day, nearly 500 people—right here in Michigan—step into a credit union.

Copy Examples

- ❑ Want to own your money? Step one—go to *(insert CU website)* to find a *(lower rates, holiday loan, car loan...)* near you. And step two—join! Already a member? Let us show you how much more we can do for you.

- ❑ *(Insert life steps...buying a car, house, tuition)* for us, they're big steps. And another important step? *Joining a credit union.*
- ❑ Every day, more than 500 people right here in Michigan make the move from a bank to a credit union. They know it's the first step you can take to really managing your money.
- ❑ And we can help—with products and services to help you and your money grow stronger—with lower rates, fewer fees and great member discounts.

Closers/Call to Action

- ❑ You've already taken the first step in joining a *(Insert name)*. Let us show you how much more we can do for you. Visit *(insert CU website)*.
- ❑ Take a smart step toward your financial future.
- ❑ Already a member? Let your credit union show you how much more it can do for you.

Tagline Insertion

"(Insert CU name) is a member of Michigan's Credit Union Network." (Use on all advertisements)

Creative Samples





Click here for additional samples of CU Link videos.

CU Link Commercials/Videos

Sample Commercial/Video Script

Every step we take, no matter how big or how small, takes us somewhere we want to go. Somewhere we need to go. Last year in Michigan, over 500 people a day took an important step. They joined a credit union and enjoyed fewer fees, better loan rates.

Like auto loan rates that average 1% less than banks. And lower credit card rates. Little steps can make a big difference. Find out more at culinkmichigan.com.

Alternate Ending for an Integrating Credit Union

Like auto loan rates that average 1% less than banks. And lower credit card rates. Little steps can make a big difference.

So what do you say—ready to join? Then take the first step—and go to unitedfcu.com. United Federal Credit Union is a member of Michigan's Credit Union Network.

Traditional and Streaming Radio

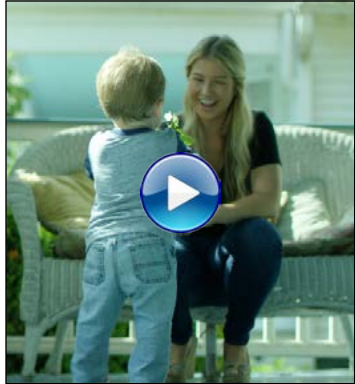
CU Link Campaign Sample Radio Script : Pandora 30 Seconds

Have you taken your 10,000 steps today? We're always told to get up and move more. They say it's good for our health. Taking a step into your credit union is also good for your health, your financial health.

So take the first step—and join a credit union. More than 500 people in Michigan do it every day. And they get great low rates on auto loans and credit cards! Plus fewer fees, money-saving discounts, and access to over 1,600 surcharge-free ATMs.

Visit culinkmichigan.com. And take a healthy step...for you and your money.

Michigan credit unions are federally insured by the NCUA. Equal opportunity lender.



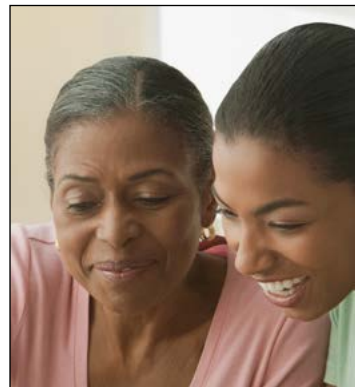
Alternate Sample for an Integrating Credit Union

Have you taken your 10,000 steps today? We're always told to get up and move more. They say it's good for our health. Taking a step into Besser Credit Union is also good for your health, your financial health.

Take that first step and join Besser Credit Union. When you do, you'll find virtually everything you need to help you and your money grow stronger—with lower rates, fewer fees, member discounts, and more.

Visit bessercu.com And take a healthy step...for you and your money. Besser Credit Union is a member of Michigan's Credit Union Network.

Michigan credit unions are federally insured by the NCUA. Equal opportunity lender.



Click here for additional samples of
2016 CU Link radio ads.

Outdoor/Billboard

This medium makes persuasive connections with consumers, and will continue to develop innovative ways to reach them away from home. *The average consumer spends 70% of his waking hours away from home.*

For a list of outdoor advantages and disadvantages, [Click here](#).



Integration Sample

Approved Outdoor Board Features:

- Campaign Intro/Headline
- Campaign style image (simple/emotional)
- A Member of Michigan's Credit Union Network
- Credit Union branded CU Link arc



Integration Sample

Approved Outdoor Board Features:

- Campaign Intro/Headline ([credit union stats](#))
- Campaign style image (simple/emotional)
- A Member of Michigan's Credit Union Network
- Credit Union brand maintained

Digital Ads



- CU Link Outdoor Board Features:
- Campaign Intro/Headline
 - Campaign style image
 - CU Link Logo
 - Michigan's Credit Union Network
 - Blue arc



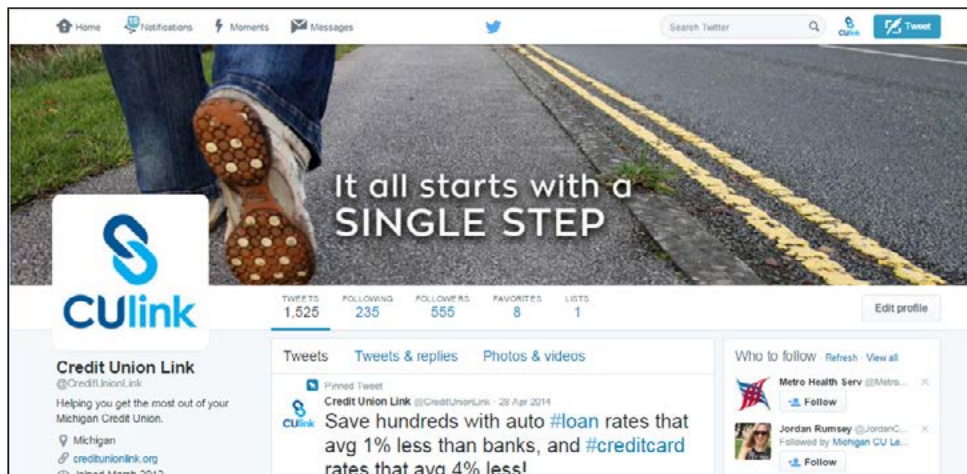
- Approved Outdoor Board Features:
- Campaign Intro/Headline
 - Campaign style image (simple/emotional)
 - A Member of Michigan's Credit Union Network
 - Credit Union brand maintained

For a list of digital ad best practices, [click here](#).

Social Media Marketing



Facebook Posts/Integration Sample



CU Link Facebook Sample

Every opportunity you have to syndicate your content and increase your visibility is valuable. Your social media networks are just new channels for your brand's voice and content.

This allows us the ability to reinforce our collective network of credit unions through repetition across the state and country on a daily basis through visual cues and thematic copywriting.

For more information on social media sizes and best practices visit the [appendix here](#).



Cover Image Integration Sample



Brand Assets

Michigan's Credit Union Network

This is the tag line that defines all of us and unites us under one common goal. The more this line is utilized, the more we are collectively reinforcing *the credit union difference*.

This tag line is required for reimbursement.

United Federal Credit Union is a member of Michigan's Credit Union Network.

Isabella Community Credit Union is a member of Michigan's Credit Union Network.

Washtenaw Federal Credit Union is a member of Michigan's Credit Union Network.

Wildfire Credit Union is a member of Michigan's Credit Union Network.

CU Link Logo Usage, Size and Placement

We strongly encourage the incorporation of the CU Link logo into marketing materials. While, it is not required, all logos should be used proportionally and larger than NCUA/legally required logos.



What not to do:

All size alterations should be proportional. Distorting the logo by stretching or squishing it to fit into a space compromises the brand and should be avoided. An alternative to a squished logo is a smaller logo.

Minimum size: 0.5 inches tall.





The photography for this campaign is meant to depict emotion. We're looking to create a bond with viewers in less than 2-3 seconds. By jointly sharing the same style and message we can amplify the non-verbals of the campaign.

When choosing photography for your collateral, it's best to choose something that you find emotionally ties to the important parts of your own personal life. These are significant events we all have in common at some level in our lives. For example, expanding families, new (or new-to-you) cars, new homes, graduations, retirements, etc.

After all, we're real people, experiencing the same things our members do day after day. *We're relatable.*

Primary font : Zona Pro

ZONA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790

ZONA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790

ZONA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790

ZONA REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790

ZONA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790

ZONA SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790

ZONA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790

ZONA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790

Substitutions

Occasionally these fonts are offered for free across the internet at sites such as:
designbeep.com/2014/06/24/free-font-of-the-day-zona-pro-thin-bold/

Otherwise substitutions can be made with the following fonts:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790

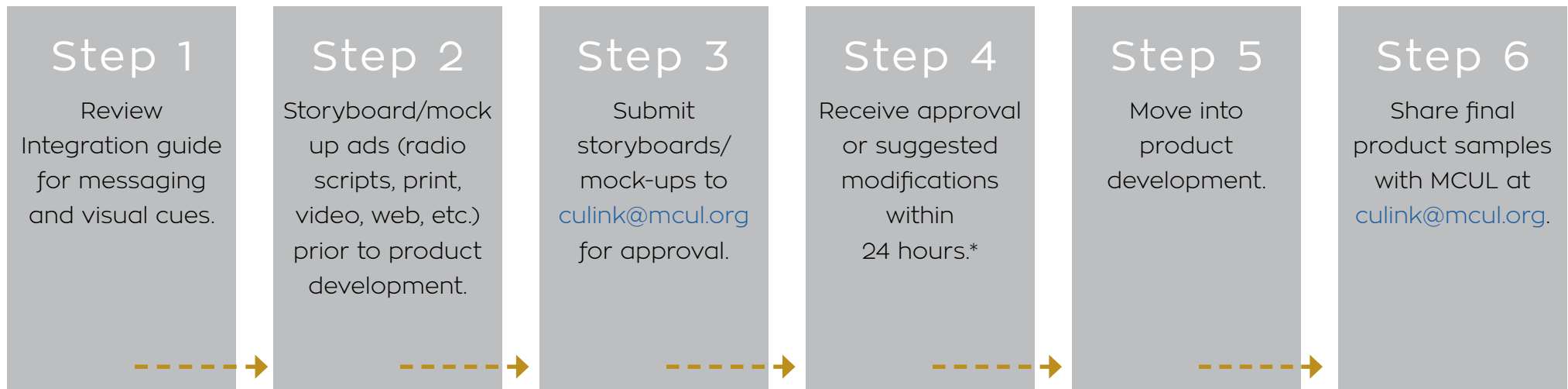
Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234568790



Creative Approval Process

All creative should be submitted for an initial approval prior to development to avoid incurring additional costs.



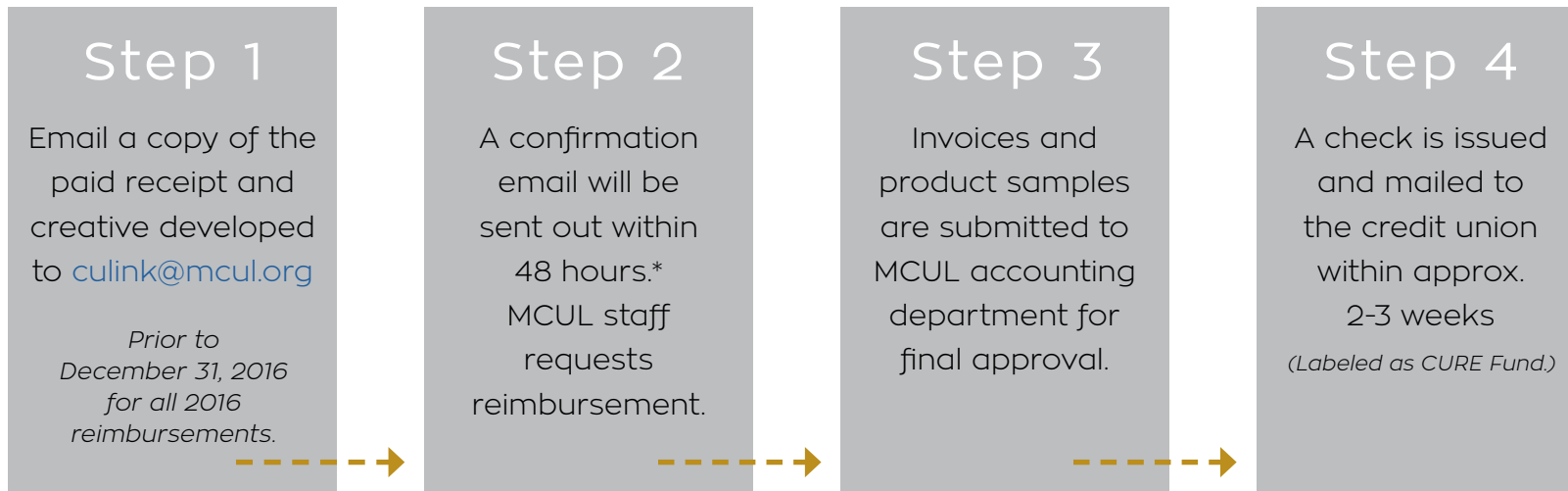
When in doubt, please reach out to the MCUL campaign team for guidance and clarification. If you have questions, contact:

Amanda Tuckey
Operations Project Manager
800-262-6285, ext. 325 • Amanda.Tuckey@mcu.org

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

Reimbursement Process

After integration efforts have been completed, submit receipts, invoices and final artwork for reimbursement.



When in doubt, please reach out to the MCUL campaign team for guidance and clarification.
If you have questions, contact:

Amanda Tuckey
Operations Project Manager
800-262-6285, ext. 325 • Amanda.Tuckey@mcul.org

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



Appendix



Outdoor : Advantages/Disadvantages

This medium makes persuasive connections with consumers, and will continue to develop innovative ways to reach them away from home. *The average consumer spends 70% of his waking hours away from home.*

Advantages : People Will See It/Repetition

- Because billboards are generally placed along highways and busy streets, you'll be guaranteed that people will see your advertising
- Repetition: Many people travel the same route, such as with their commute to work, every day

Advantages : Customized Placement

- Place your billboard advertisement wherever you feel it will have the most impact. (i.e. drawing traffic to right off a particular highway exit,)
- Use billboards in areas where reaching people is difficult. For example, rural farming communities spread over vast distances. By placing your billboard advertisement along one of the main roads around the community, you'll greatly increase your visibility

Disadvantage : Messages Must Be Brief

- According to *Marketing Scoop*, on average, a person will see your billboard for about two to three seconds
- Billboards are often seen by people driving by. Since they are in motion, this makes it difficult for people to read

Disadvantage : Long-term Commitment

- Billboard companies often have businesses enter into contracts that involve long-term commitments
- Billboard advertising can be less conducive to businesses who frequently change their advertising campaigns on a weekly or monthly basis
- Billboard advertising works better for overall business and brand advertising than it does for temporary specials and sales

Source: Tanya Robertson, *Small Business by Demand Media*

Digital Ads : Top 10 Best Practices

1. Clear Call To Action (CTA)

Your ad must have a clear CTA. Typically in the form of a button to make it stand out from the background color. Keep it simple and be direct, for example “Shop Now”, “Buy Now”, “Sign Up”, or “Learn More.”

2. Hero Image

The image should be the hero of the ad. Make sure your image stands out and grabs attention.

3. Consistent Branding

Keep the branding of the ad consistent with your site design.

4. Company Logo

Just do it. Get your logo on your banner.

5. Promotion

We all know including some type of promotion in our ad messaging tends to result in higher conversion rates. If you're promoting a certain product, offer a discount or offer free shipping and get that promotion on your ad.

6. Sense of Urgency

When possible, include messaging that provides a sense of urgency in an effort to increase CTA and conversion rate. Test different messages “End Today”, “Last Chance”, “While Supplies Last” and see which one performs the best.

7. Headline

The headline helps reinforce the image and in some cases lets your audience know what you're wanting them to think.

8. Align Messaging

Make sure the messaging in your ad translates to the messaging on your website.

9. Top Sizes

If resources are tight, utilize ads in standard sizes to streamline time and money.

10. Test, Test, Test

You won't know what works best for your site until you test and review your top performers.



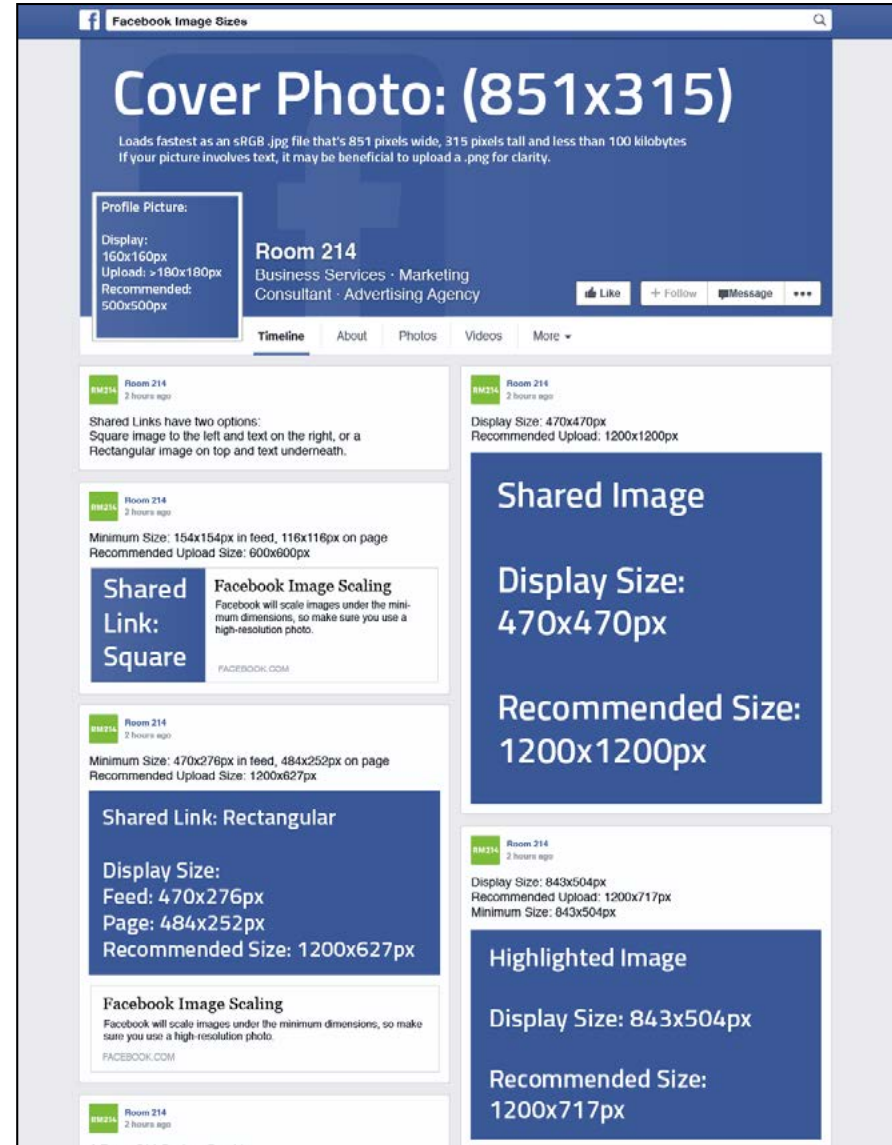
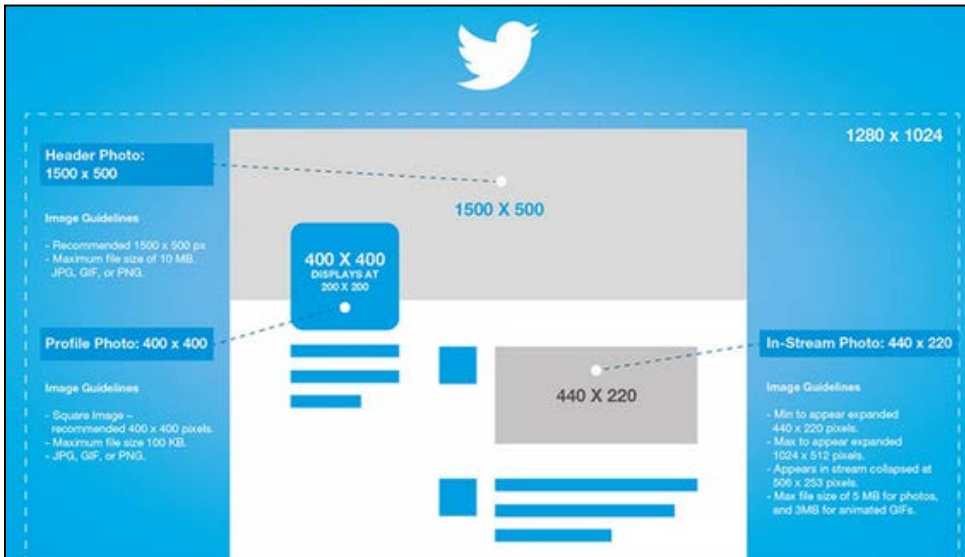
Integration Sample

Article Source: Heather Benson, SwellPath Blog

Social Media Artwork Sizes

Social Media cover images should incorporate the emotional feeling of the 2016 campaign to maintain continuity. The goal is “Less is More.”

For additional assistance creating your social media pages, contact your League Rep. The Marketing Solutions staff and FocusIQ is ready to help you hit the ground running.



The Benefits of Social Media Marketing



- It simultaneously makes you easier and more accessible for new customers, and makes you more familiar and recognizable for existing customers.
- According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers.
- A strategic and open social media plan could prove influential in morphing consumers into being brand loyal.
- Every post you make on a social media platform is an opportunity for customers to convert.
- When you build a following, you'll simultaneously have access to new customers, recent customers, and old customers, and you'll be able to interact with all of them.
- Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion.
- Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its humanization element; the fact that brands become more humanized by interacting in social media channels.
- Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies.

Source: Jayson DeMers, Forbes

Social Media : 10 Best Practices for Brand Engagement

1. Follow Back and Interact: If you've got a healthy number of social media followers and you're only following a handful back, that tells everyone that you're not interested in what your community has to say. Follow back and interact. This helps grow your overall following and creates goodwill within your community.

2. Keep the Social in Social Media: It seems like it would be obvious, yet many brands using social media don't engage with their followers. Social media is about relationships. Step outside your comfort zone and expand your horizons.

3. Determine Your Voice and Tone: What you're sharing says as much about you as it does your audience. If your tone and voice aren't appealing to your prospects, then it's time to change it up.

4. Keep it Short: According to *Strategies for Effective Tweeting: A Statistical Review*, "Tweets containing less than 100 characters receive 17% higher engagement than longer Tweets." The shorter, the better!

5. Create Brand Awareness: Social media platforms offer the potential to increase your public profile. You have the ability to create grassroots campaigns, engage with influencers in your industry, share content from them, and stay active in conversations. If you create and share worthwhile content, you'll be ready for the time when they send a flood of new followers your way.

6. Don't Over Share: While it's important to stay in the loop and maintain social relationships, posting too often—whether

it's photos, status updates, or frequent Tweets—can turn your audience off. Focus on sharing items that are of value to your community and reflect your brand. Creating a content calendar can help you with this.

7. Don't Always Feel Compelled to Jump In: Much like oversharing, you don't have to be a part of every conversation mentioning your company. In fact, sometimes it's better to let your employees, influencers, and other members of your community interject before (*or instead of*) you.

8. Be as Transparent as Possible: Openness goes a long way—It's a big part of building trust with your community. Give your customers behind the scenes access to your business by creating videos, livestreaming events, sharing staff recognitions, and introducing your team.

9. Be Proactive, Versus Reactive: Monitor general feeds in your industry to pick up a variety of posts that don't mention your brand but are still valuable. This strategy reveals new conversations you may wish to take part in and enables you to establish new relationships.

10. Respond to Negative and Positive Feedback: Though it may be tempting to respond to positive feedback and delete the negative, don't. Instead, respond to positive feedback, thank your community for sharing your content or recommending your products, and invite members to share their stories through interviews or as guest bloggers on your site.

If you receive negative feedback, consider looking at it as constructive criticism and an opportunity to improve.

Source: Trish Forant. Slaesforce/ExactTarget

Marketing Solutions

Marketing Solutions has the perfect combination of talent, professionalism and innovative products your credit union needs to jump start your 2016 marketing strategy.



FocusIQ

In a consumer-driven marketplace, you're competing for time and attention with every sign, billboard, banner and commercial that your members see. FocusIQ is here to help your credit union distinguish itself from the noise, separate itself from the pack and make your message heard.

Our dedicated team of experts can help with everything from brand development, positioning and marketing content to research, analysis and targeted execution:

- Media planning and buying: TV, radio, print, digital or out-of-home
- Direct marketing: direct mail or email campaigns, custom content or turnkey templates
- Search engine optimization and search engine marketing
- Social media planning and community management

Taking your marketing efforts to the next level with big data solutions means creating optimized experiences that are customized to your credit union and your members.

FocusIQ will leverage your members' internet behavior, along with your online marketing investments, to create highly optimized digital customer experiences that lead to increased return on investment for you.

Prize-Linked Promotions

National multi-state prize-linked savings program that gives credit union members the chance to win cash prizes just for saving money. Since it began in 2009, Save to Win has helped credit union members save more than \$100 million.



CUBE TV Studios

From turnkey video marketing content to comprehensive video and radio production services, CUBE TV Studios has the expertise and state-of-the-art equipment to help credit unions drive marketing efforts across multiple platforms.



Gas Station TV

Gas Station TV media maximizes advertising outreach located in and around branch oriented neighborhoods. The goal of GSTV is to focus in on a captured audience and reinforce the branch/community relationship.



Ready to get started?

Contact your League Rep to find out how.

Contact Information

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Nick Olexa Vice President of Communications

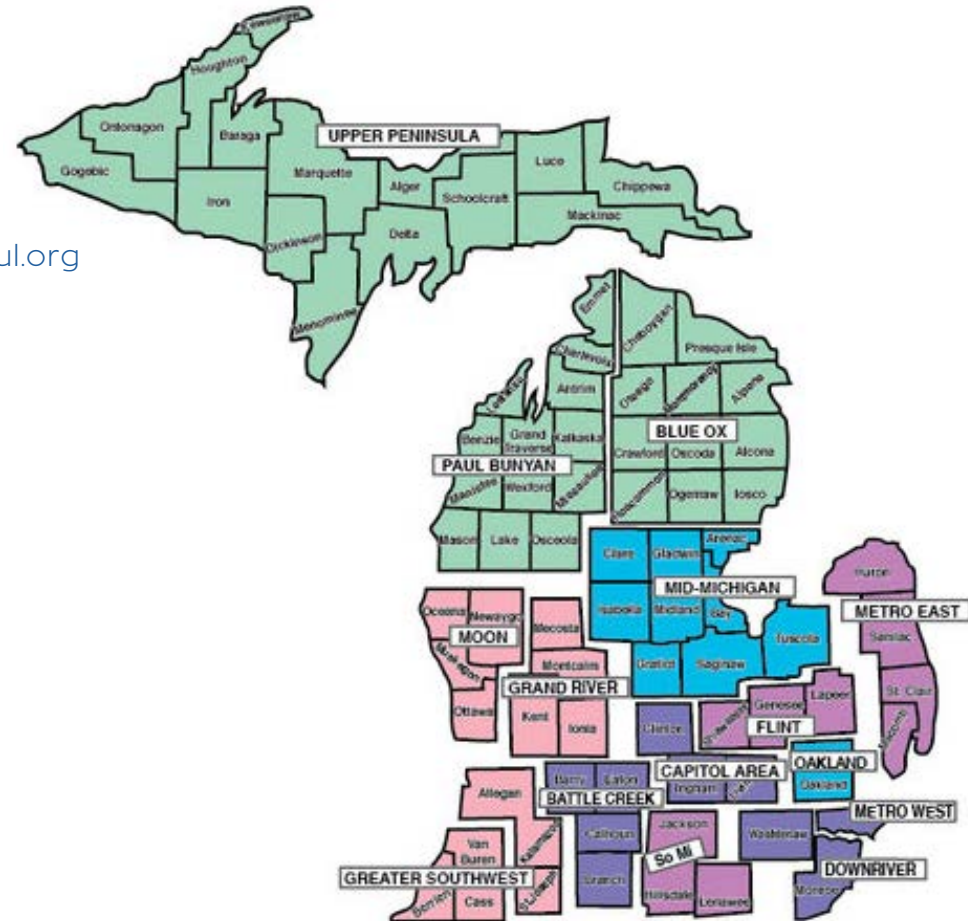
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When we work together through a cooperative effort, we are all stronger, and we will be with you every "Step" of the way.

