

OPEN YOUR EYES TO A CREDIT UNION®

CU Link 2020 Campaign

For decades, credit union cooperative advertising in Michigan has set the bar for the credit union movement. With its long and proud history, CU Link serves to expand and magnify the impact of the credit union difference to consumers in Michigan. The goal is to move beyond awareness and focus on why people join credit unions.

Last year, CU Link merged its well-researched Michigan messaging into CUNA's Open Your Eyes to a Credit Union® national awareness initiative. In conjunction with CUBE TV Studios and DP+, MCUL built out a range of new assets highlighting the many benefits of belonging to a credit union. The campaign dispels myths in order to grow membership and generate deeper member engagement.

\$2.3 million in fresh creative began broadcasting throughout Michigan media venues in April. Supporting funds came from credit union contributions and MCUL's matching resources. Michigan proudly holds a 100% participation rate and this newest campaign has already broken through the clutter by outperforming many industry benchmarks.

CU Link cooperative advertising helps credit unions:

- Expand share of wallet for current members
- Strengthen awareness through year-round media buying
- Expand marketing efforts with turnkey integration assets

Participants enjoy the added value of the turnkey integration content and collateral, including: social media posts, digital ads, templated videos, billboards, in-branch display/digital posters, direct mail and more. Business partners like CUBE TV®, DP+ and GSTV® make integration easy and affordable.

Stepping up participation to full fair share tremendously expands the proven strength of the CU Link Michigan cooperative campaign. Because of the generosity and participation of many Michigan credit unions over the years, CU Link Michigan continues a longstanding partnership to make an impact across the state.

For more information, please visit MCUL.org/CULink or reach out to CULink@MCUL.org.

