



2018

CU LINK INTEGRATION GUIDELINES

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THE NEW CAMPAIGN

The 2018/2019 CU Link advertising campaign **There's Real Strength in Our Numbers** was designed to help your credit union achieve two important objectives:

- increasing share of wallet
- increasing new member acquisition

This new campaign offers your current and potential members quantifiable proof that credit unions are making an impact across their state, within their communities and in their daily lives. The strength is in **OUR** numbers.

HOW TO USE THIS GUIDE

This guide is fully interactive, with clickable links (shown in **BLUE FONT**) for additional information and references. Click on the CU Link logo to return to the home page at any time.



The new campaign was designed to help you increase your share of wallet with messages including:

**AUTO
LOANS**

**HOME
MORTGAGES**

**PERSONAL
LOANS**

**ATM/
CHECKING**

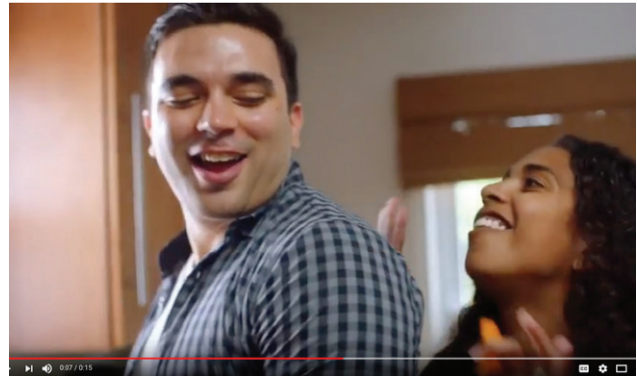
**CREDIT
CARD
RATES**

Here's a sampling of the commercials that will be live starting in January. You can use them as inspiration to develop your own collateral. If you would like help with creative development, our teams at FocusIQ and CUBE TV® can work with you to produce similar high-quality ads using CU Link reimbursement dollars.

SAMPLE DIGITAL VIDEO/TV



:30s “Your Story”



:15s “Astounding/\$375 Million”



Click [HERE](#) for other video spots.

SAMPLE RADIO

:30s “Numbers Don’t Lie”

There are numbers all around us. And at Michigan's credit unions, we help you get the most out of every single one. Numbers like sixteen hundred – the total of co-op ATMs credit union members can access for free across Michigan. And you'll pay zero in checking fees at more than a thousand branches. Another number? Five million. The number of Michiganders already seeing the credit union difference. At Michigan's credit unions, our numbers save you money. See how at C-U-Link-Michigan-dot-com



Click [HERE](#) for other radio spots.

CREDIT UNION INTEGRATION SAMPLES

SAMPLE OUTDOOR BILLBOARD



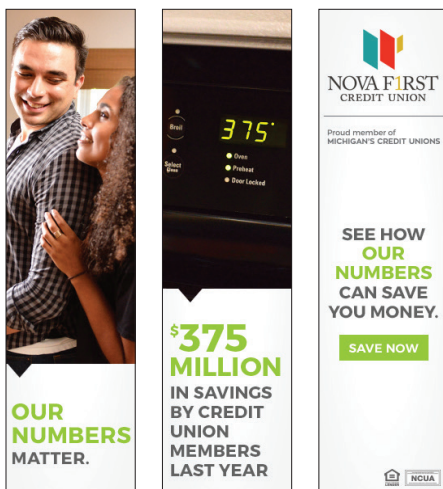
10.5'x22.8'

SAMPLE PRINT COLLATERAL: POSTCARD



Postcard: 9.0"x6.0"

SAMPLE ONLINE WEB BANNERS



160x600



728x90

REQUIRED ELEMENTS FOR EASY CREATIVE INTEGRATION

- **TAGLINE: *PROUD MEMBER OF MICHIGAN'S CREDIT UNIONS***

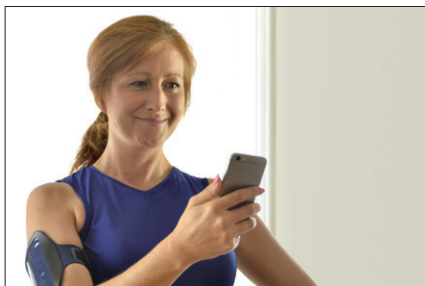
- This is the element that brings us all together. We are proud to stand together and collectively reinforce the credit union difference.

- **HEADLINES/SUBHEADS/COPY**

- Use specific numbers to communicate your credit union's competitive advantages.
- Sample numbers for headlines:
 - **1,600 FEE-FREE ATMS**
 - **5% LOWER CREDIT CARD RATES THAN BANKS**
 - **OVER 5 MILLION CREDIT UNION MEMBERS IN MICHIGAN**
- See integration samples on **PAGE 4** of these guidelines.

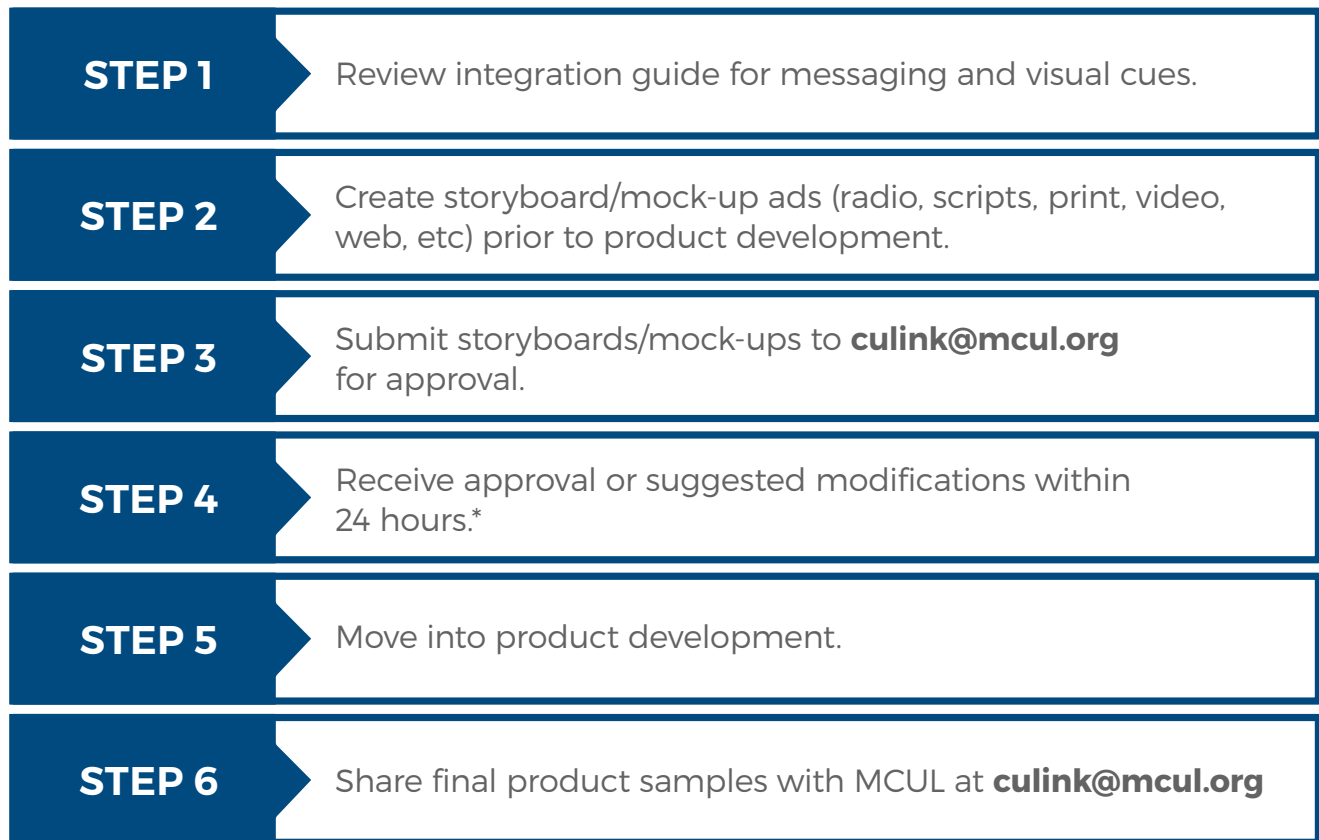
- **PHOTOS**

- Photography should be similar in style and emotion to the campaign imagery. A fully downloadable library is available for your use at **[MCUL.ORG/INTEGRATION](https://www.mcul.org/integration)**



CREATIVE APPROVAL PROCESS

All creative should be submitted for approval via the process below.



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

UPDATED FOR 2018!

CREDIT UNIONS CAN USE REIMBURSEMENT FUNDS IN THESE WAYS:



Producing fully customized videos through CUBE TV



Buying media* or creating additional assets through FocusIQ

*Note: Media minimums by tactic will apply.

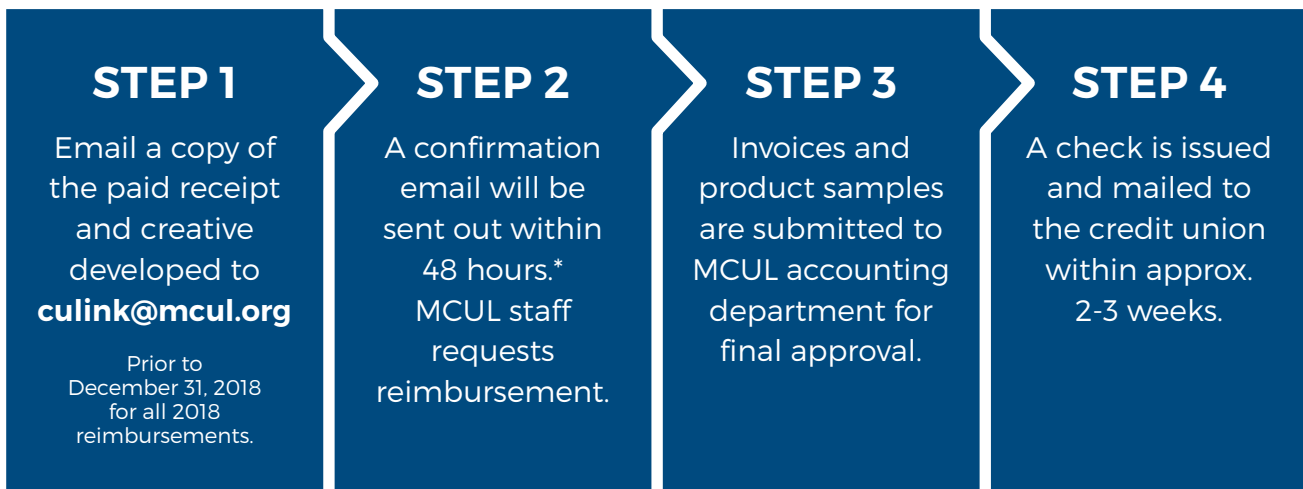


Purchasing media through GSTV

REIMBURSEMENT PROCESS

SIMPLIFIED PROGRAM AVAILABLE THROUGH 2018

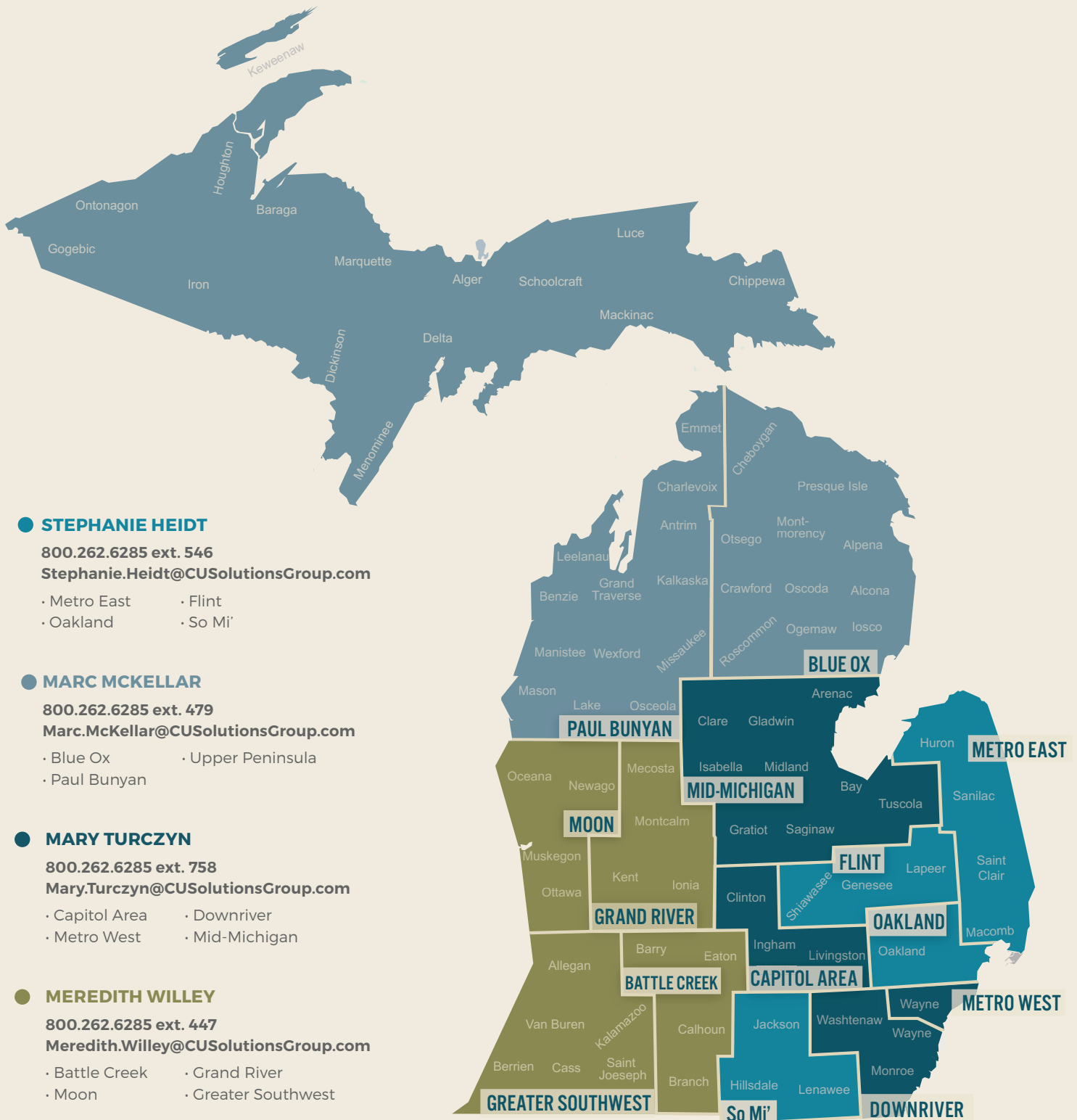
- MCUL will continue to offer the reimbursement program for another year.
- Integration and creative approval processes outlined in these guidelines will continue as with previous reimbursement years.
- Credit unions will be able to use reimbursement program funds as shown at the bottom of **PAGE 6**.
- By keeping integration in the MCUL family, we are offering a one-stop shop for creative development and media buying expertise.



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CONTACT INFORMATION



**VISIT THE MCUL WEBSITE
TO GET STARTED TODAY!
MCUL.ORG/CULINK**