



# Credit unions For real For your future



## 2023 Consumer Awareness Campaign

In 2022, we launched our exciting new campaign, “Credit unions. For real. For your future.” It’s our boldest campaign to date, focusing on the older Gen Z and younger millennial population.

Younger consumers have shown they will adopt new financial institutions if it helps them realize their life goals. This campaign translates how Michigan credit unions can be a valuable partner for a consumer’s future.

Alongside statewide billboard ads, the new campaign features video spots of a Gen Z spokeswoman reminding her peers that instead of faking success on social media, they can actually achieve success through credit unions.

Each ad directs consumers back to [tryacreditunion.com](https://tryacreditunion.com), which will help them find a local credit union or even a credit union career through an easy-to-use database.

## 2023 Media Plan

Thanks to our Consumer Awareness Campaign, millions of Michiganders have been exposed to the CU Difference over the years. In 2022, we shifted focus to the younger generations.

This year, we’ll continue to evolve that plan with an aggressive social media presence on established and next-gen platforms, resulting in greater credit union exposure for our primary target audience.

# Credit unions. For real. For your future.

**Find your credit union**



## Campaign Benefits

- MCUL will contribute 50 cents for every dollar raised to expand media presence across the state
- Access to consumer research, including Michigan-based consumer panel survey reports
- Customizable and downloadable video and social media content

## Full-Fair-Share Benefits

(Benefits unlocked after \$1M in total credit union FFS contributions reached.)

- Marketing reimbursement in the form of a CUBE TV gift certificate
- A copy of the consumer awareness research report
- One complimentary registration to the virtual MCUL Marketing Conference (a \$449 value)

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check**



**yay!**

## Full-Share Participation

We thank you for 100% of Michigan credit union contribution over the past seven years. Now, we ask that you continue that support with our "Credit unions. For Real. For your future." campaign. Its boldness will help us reach our state and national legislators, a crucial audience who need to see credit unions as an important part of America's financial future.

Please join our cooperative awareness effort for 2023. Increasing your contributions to full-fair-share tremendously expands the proven strength of the CU Link cooperative campaign.

## Sign Up for Support Today

Together, we can continue to make a difference for Michiganders. Your full-fair-share contribution will help us reach millions of Michigan residents and raise their awareness of the credit union difference. Pledge your support today!

For more information, visit [MCUL.org/CULink](https://MCUL.org/CULink) or reach out to [CULink@MCUL.org](mailto:CULink@MCUL.org).