

OPEN YOUR EYES TO A CREDIT UNION®



OBJECTIVE

Our goal is to move beyond awareness and focus on the reasons *why* people join and partner with credit unions. Based on extensive consumer-focused research, this campaign is focused on dispelling myths and generating continuous engagement. As the largest voluntary credit union cooperative advertising initiative in the country, CU Link helps credit unions do the following:

- Expanding share of wallet for current members
- Strengthening awareness through year-round media buys
- Sharing campaign assets to expand creative and advertising funds

STRATEGY

Deliver overlapping/repeating ads based on the highest audience media consumption habits (mobile, digital, video).

- Core audience: 18 to 34 year-olds
- Secondary audience: 35 to 54 year-olds
- Increase allocation to digital video based on previous media consumption trends across established multichannel platforms
- Increase digital audio allocation and expand digital partners
- Maintain year-round continuity in media markets

MESSAGING

Over the past several years, CU Link has served to expand and magnify the impact of the CU Difference to consumers. Paired with collaborative, consumer-based research studies, we're partnering with CUNA to drive Michigan-specific messaging that focuses on our brand promises.

- **Convenience:** Nearly 1,700 fee free ATMs, shared branches
- **Mobile technology:** Convenient access to money, bill pay, remote deposit capture, best-in-class mobile apps, etc.
- **Service diversity and sophistication:** Credit unions are full service, offering: mortgages, small business loans, deposits, etc.
- **Do more, save more:** Helping credit unions with the share of wallet message
- **Community commitment:** We've been here through the toughest economic times, we're part of the community, etc.

\$2.2M MEDIA INVESTMENT

- Cable television (Bravo, TLC, HGTV, FX, Freeform, etc.)
- Terrestrial radio (FM/AM channels)
- Streaming radio (Pandora, Spotify, iHeartRadio, tunein)
- Digital video (YouTube, Basis, MrX, Teads)
- GSTV
- Paid search (Google and Bing)
- Social media (Facebook)

Click [here](#) to download the 2019-20 media calendar.

WHAT'S IN IT FOR YOU?

Participants will enjoy the added value of expanded campaign assets and collateral. This includes: social media posts, digital ads, templated videos, billboards, in-branch display/digital posters and more. Full-share credit unions receive the added benefit of utilizing up to 50% of their contributions to integrate with the campaign when using our business partners.

	Standard access	Full-share access
2019 Integration Guidelines	X	X
12-month media calendar	X	X
Photography, billboards, postcards, digital banners and social media creative	X	X
Access to annual consumer research	X	X
CUSG matching funds into media market	X	X
Specialized partners/resources for creative development and media buying		X
Up to 50% of contribution allowance on marketing integration development		X
Customizable seasonal videos for digital and social media		X
Participation in CU Link Committee creative previews		X

FAQS

1. Where can I access assets?

Visit [MCUL.org/Integration](https://mcul.org/Integration) and enter your user name and password to collect creative assets.

2. What are the requirements for usage?

When downloading and using the assets you are agreeing to adhere to the integration guidelines available [here](#).

Per our agreement with CUNA, credit unions are not permitted to alter the Open Your Eyes to a Credit Union® logo or modify copy to say "Open Your Eyes to XYZ Credit Union". It's also important to note the specific use of black and white photos so that the look and feel of the campaign remains consistent. Click [here](#) to review the guidelines for more information.

3. Can I still use my local ad agency or vendor with the marketing integration program?

Full-share credit unions seeking a return of up to 50% on their contributions have these partners available for execution: CUBE TV, DP+ and GSTV. With this system, creative will not have to go through an approval process, because all partners are aware of the integration guidelines. This saves time and money for all while maintaining continuity with the campaign.

Additionally, this process allows MCUL to abide by agreed upon terms with CUNA. If this process creates an unnecessary hardship for your credit union, please contact us at culink@mcul.org.

4. Will there be customizable collateral available like last year?

Yes! With each new campaign, MCUL invests in the development of integration assets that include video, photography and customizable billboards, Facebook ads, online ads, and postcards. Full-share credit unions have greater access to these assets at no additional cost.

5. How do I get started?

Contact your League Rep or email culink@mcul.org to get started today.

