

Over the past several years, CU Link has served to expand and magnify the impact of the Credit Union Difference to consumers. Starting in April 2019, CU Link will begin broadcasting the credit union brand promise throughout media venues. An April start date will allow adequate time to refine this messaging and saturate markets during the remainder of the year.

As the largest voluntary credit union cooperative advertising initiative in the country, Michigan proudly holds a 100 percent participation rate. CU Link helps credit unions:

- Expand share of wallet for current members
- Strengthen awareness through year-round media buys
- Share campaign assets to expand creative and advertising funds

Full-share participants will enjoy the added value of expanded campaign assets and collateral. In conjunction with CUBE TV Studios and FocusIQ, MCUL is focusing on building out seasonal collateral to create new assets for 2019.

Stepping up your participation to a full fair share brings the proven strength of campaign messaging into your marketing efforts. As part of the campaign offerings, MCUL will continue to offer the reimbursement program for another year. In an effort to maximize integration and awareness, reimbursements have been simplified.

Credit unions can use reimbursement dollars in one of the following areas:

- Buying media through FocusIQ*
- Purchasing media through GSTV®
- Producing fully customized videos through CUBE TV®
- Customizing or building additional creative through FocusIQ

Contact your League Representative to find out how you can join. We appreciate your strong support for CU Link through campaign integration and contributions, and we look forward to enhancing the campaign to make the program even more valuable to our industry in the months ahead.



Learn More MCUL.org/CULink

*Subject to minimum spend by media tactic.

