



2025 Consumer Awareness Campaign



Michigan's Unique Cooperative Advertising Strategy

For over two decades, Michigan has stood out as the only state with a cooperative advertising strategy. Our sustained efforts continue to connect with diverse Michiganders, raising awareness of the credit union difference and contributing to one of the highest membership penetration rates in the country. The Try a Credit Union campaign also serves as an advocacy tool, engaging state and national legislators to highlight the impact of credit unions on people's lives.

Media Buy

For more than 22 years, our CU Difference campaign has reached millions in Michigan. Since 2023, we have focused on younger generations, leveraging social media and various other platforms. Looking ahead to 2025, we will continue researching emerging media strategies, with a particular focus on increasing engagement among Gen Z members to drive even greater credit union exposure to our primary audience.

For two decades, our CU Difference campaign has made a monumental impact, reaching millions across Michigan and solidifying our presence in the financial landscape. In the last two years, we have sharpened our focus on the vibrant younger generations, harnessing the power of social media and an array of innovative platforms to connect and engage. As we look ahead to 2025, we are thrilled to continue our exploration of cutting-edge media strategies. With a dedicated focus on boosting engagement among Gen Z members, we aim to elevate credit union exposure to unprecedented heights, captivating our primary audience like never before.

Become an Awareness Champion

For nearly a decade, Michigan credit unions have passionately supported our consumer awareness campaign. Every member benefits from reduced dues and makes a small but impactful contribution to the campaign. Additionally, credit unions have the opportunity to contribute at the prestigious Awareness Champion level, unlocking exclusive benefits in 2025.

Join us in this exciting journey and help amplify the credit union difference!

take your credit union anywhere



Awareness Champion Exclusive Benefits

- Access to the full consumer awareness report (\$60k value)
- Private session for a comprehensive review and discussion of the research report
- One free registration to the marketing conference in Grand Rapids (\$510 value)
 - Must be an Awareness Champion by Jan. 31, 2025
- Recognition as an Awareness Champion at select MCUL events
- Offer to attend one day of filming
 - Limited to 3 people per day (one per CU)

For more information, visit mcul.org/tryacreditunion.