

Case Study 24



Statement Insert



Point of Sale Poster



Point of Sale Poster



Direct Mail

HELOC Campaign Scores Best of Show

Client

First Entertainment Credit Union

Objective

The primary objective of this promotion was to inform and remind First Entertainment CU members that indeed the CU did have a competitive HELOC product that deserved to be considered along with the multitude of other offers posted by the competition.

Solution

Redbeard created a campaign to competitively position the credit union's product for both members and prospective members. Clever headlines, reflective of the CU's edgy and smart brand identity, were crafted to compliment the bold appeal of the photography and graphically dominant 3-D rate bubble. Promotional executions included a direct mail pre-approval, statement inserts, branch merchandising posters, and outdoor billboards.

Results

First Entertainment Credit Union established a modest promotional goal which called for a 20% increase in HELOC loan volume. However, this campaign turned out to be a great success with actual loan volume nearly double the promotional goal. But members weren't the only ones who liked this campaign – it went on to win the CUES Phil Davies Memorial Best of Show trophy in 2005.

Award Winner

CUES

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