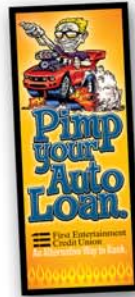
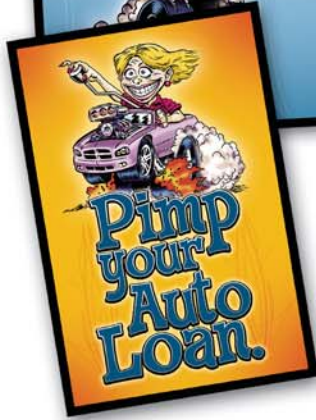


Case Study 65



Direct Mail



Statement Insert



Trade Ads



Point of Sale Posters



Auto Loan Promo gets "Pimped"

Client

First Entertainment Credit Union

Objective

Let's face it, there are a million places to get an auto loan now-a-days – dealers, banks, credit unions, even online. First Entertainment CU needed a promotion that would break through the clutter and get noticed. Their low rate offer of 4.99% helped fuel the creative process.

Solution

We will be the first to admit, our "Pimp Your Auto Loan" concept is not for every credit union. But, remember, this is First Entertainment CU in Hollywood. Their membership is decidedly hip and media savvy – so for them it was "money" (that means "wicked cool" for you non-Hollywood CUs). We created a high-energy illustrated graphic approach and put the pedal to the metal.

Results

As far as results, the saying "not too shabby" comes to mind. The credit union was hoping for about \$12 million in auto loans during the 3-month promotional period and our campaign brought in well over \$17 million and loads of credit union industry marketing awards.

Award Winner

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