

# Agency Sampler SEG

## SEG Marketing

SEG marketing is all about promoting “word-of-mouth”.

You want to reward your established advocates, nurture new ones, and create internal referral opportunities to convert prospects to members. And, since your target audience is relatively small, it's easy to justify a unique and creative execution. Give your SEG reps a reason to care and the means to promote your products and services – but most of all, do whatever it takes to make that SEG rep a member so they can experience your brand first hand. ©2009 Redbeard®

# REDBEARD

The Credit Union Industry's Leading Creative Services Agency



Client

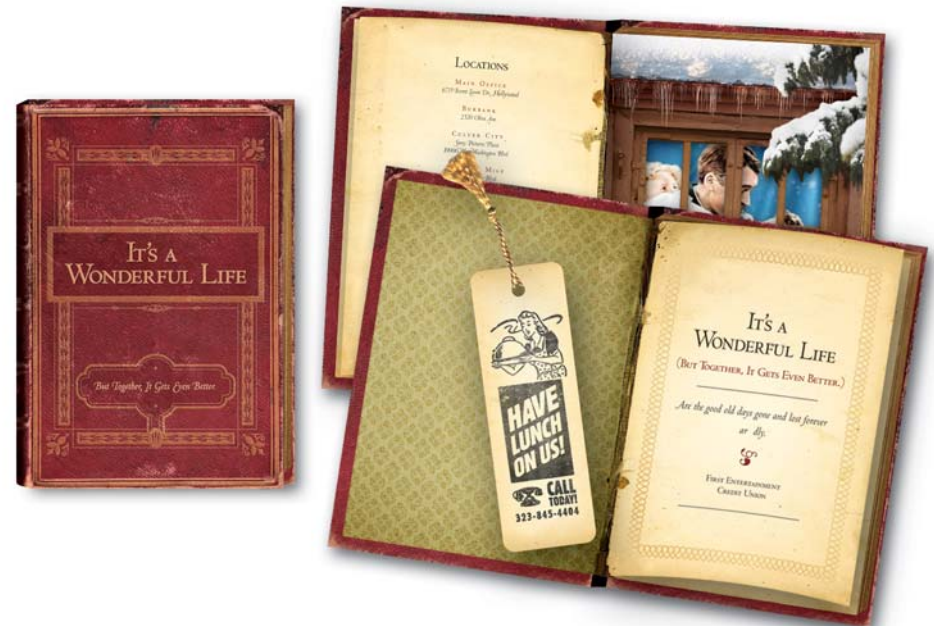
## First Entertainment Credit Union

Campaign Component

### Wizard of Oz DVD Mailer

Once we realized that less than 50% of our client's SEG reps were actually members themselves, we made our case for reaching out to them in a big way. First Entertainment Credit Union's "Wizard of Oz" mailer invited reps to remember that there's "No Place Like First Entertainment"! Our goal was to convert

the non-member SEG reps into valuable advocates of the Credit Union and its products and services. To punctuate our point, we created a die-cut self mailer which contained a gift – a commemorative "Wizard of Oz" DVD and an invitation for them to join the Credit Union.



Client

## First Entertainment Credit Union

Campaign Component

### It's a Wonderful Life DVD Mailer

First Entertainment has nearly 600 SEGs and they have long recognized the importance of promoting advocacy. A SEG rep who actually belongs to the credit union and has experienced the CU's products and services is a very valuable for increasing membership within SEGs. So occasionally, we like to remind First Entertainment SEGs that they are appreciated. The upcoming

holiday season provided the perfect opportunity for First Entertainment to give a poignant and classic gift to their important SEG reps. We created a unique 3-D die-cut mailer in the form of a well-read leather-bound book – the story inside tells of a strong and stable yet caring financial institution and makes a lovely gift of the holiday classic, "It's A Wonderful Life" DVD.



Client

Santa Clara County  
Federal Credit Union

Campaign Component

Community Involvement Book

Santa Clara Credit Union needed a community outreach piece to highlight their extensive commitment to the community. We needed to produce a substantial piece that was a fitting leave behind or conversation starter for business development staff to present to very high level Silicon Valley Executives. It needed to be something that even the Credit Union's own

CEO could feel proud handing out – that meant it had to be eloquent and distinctive and free of promotional fluff. We created a perfect bound book with die-cut windows revealing poignant messaging that dramatically outlined the CU's impressive legacy of community involvement. It was such a hit, the design was selected to guide the visual re-branding of the Credit Union.



Client

First Entertainment  
Credit Union

Campaign Component

Blockbuster Gift Card Letter

Marketing to entertainment industry folks usually requires a little more effort. These professionals live and work surrounded by some of the best and most expensive advertising and marketing campaigns on the planet. Hollywood is a very media savvy market – the audience is constantly exposed to creative messaging and bold direct marketing tactics. First Entertainment Credit

Union understands this and therefore has to raise the bar when communicating to their field of membership. The piece we created for them gave their SEGs an extra incentive to listen to their message by including a free Blockbuster Gift Card and inviting them to enjoy a movie on the Credit Union.



Client

## Minnesota Power Employees Credit Union

Campaign Component

### SEG Workplace ATM Wraps

Minnesota Power Employees Credit Union had the enviable opportunity to install several ATMs on-site to better serve their sponsor's employees. Well they didn't stop there, they wanted to make an impression and display their commitment to the SEG. Redbeard helped them create colorful

ATM graphical wraps which boldly identified the Credit Union. Minnesota Power Employees Credit Union used the space to not only provide a service, but also to reinforce their relationship with existing members and develop new relationships with prospects.



Client

## First Entertainment Credit Union

Campaign Component

### HR Posters Spoof

Putting a new spin on an old standard was just what First Entertainment Credit Union needed to entice SEG reps to post their creative workplace posters. The creative safety and company policy posters spoof gave SEG reps an unexpectedly fun excuse to promote the Credit Union. Our hope was simply to make employees smile and

hopefully, in the process communicate a few simple ideas. First, we wanted SEG employees to recognize that First Entertainment had a sense of humor and was a hip place to bank. The secondary purpose was to let SEG members and prospects know that the CU offered relief from high interest rates and poor service.