

The Awareness Initiative is for your credit union, for the movement and for the better. It will drive consumer consideration of credit unions.

THE RESEARCH

98%
of consumers
have heard
of credit unions

72%
of consumers
aren't likely to
consider a credit
union

75%
of consumers
surveyed would
consider a credit
union after viewing
the campaign

Extensive research for this initiative has shown that Americans like and trust credit unions, but often do not consider them a viable option because of these misconceptions:

- **I can't join** - Many Americans believe they are ineligible to join a credit union
- **Accessing my money may be hard** - Questions remain around access to a nationwide network of ATMs, or whether credit unions offer the latest mobile banking options

For more than

25 years

credit union market share has remained **FLAT** around 5-7% (the remaining 93% is held by banks)



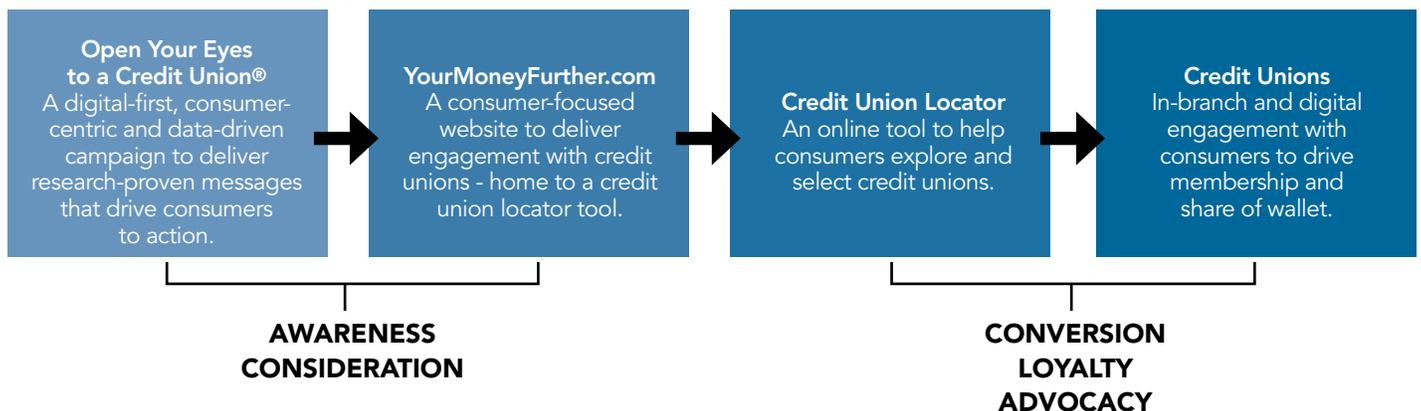
Banks outspend credit unions

\$43 to \$1
in marketing

THE SOLUTION

A credit union category brand platform that connects consumers' needs to credit unions. The platform leads with the Open Your Eyes to a Credit Union® program—designed to get Americans to look again to credit unions and overcome their misguided assumptions about credit unions.

This effort provides air-cover media placements at the regional level, complementing local marketing efforts by consistently reaching and engaging audiences, and reinforcing our message at the highest level.



THE GOAL

The effectiveness of this initiative will be measured by the following key metrics within our target audience:

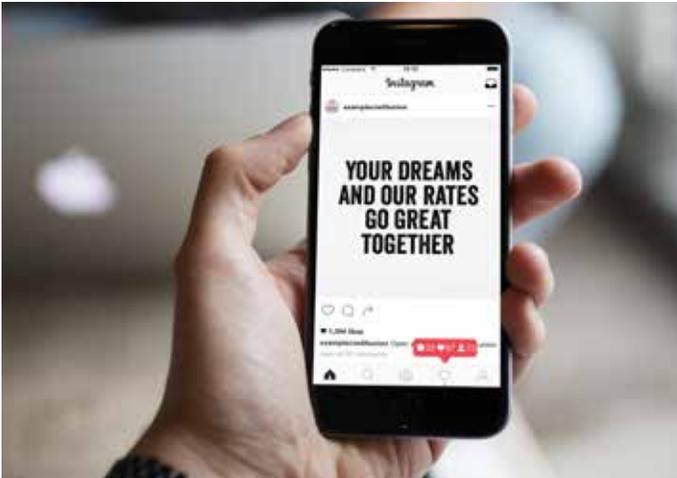
- **Increased consideration** of credit unions
- Decline in consumer beliefs of **credit union myths**
- Increased opportunities to **grow credit union membership**

WHAT'S HAPPENING

425+ organizations have pledged more than \$30 million to the Open Your Eyes to a Credit Union® campaign. The campaign is live in Minnesota, North Carolina and South Carolina. During the first two weeks of the launch in Minnesota the campaign:

- reached more than 665,000 individuals
- gained more than 1.2 million impressions
- video ads have been watched to completion 32,500 times - meaning 32,500 consumers paused their social media browsing to fully watch an Open Your Eyes to a Credit Union video

A CAMPAIGN GLIMPSE



GET INVOLVED

- Use the Messaging Guide to complement your credit union marketing and service for a unified, research-proven message
- Contribute to bring the campaign to your area
- Invest in your credit union to ensure opportunities to convert consumers to members and increase wallet share are seized

WHAT'S IN IT FOR YOU & YOUR CREDIT UNION?

	For all credit unions	For contributing credit unions
Messaging Guide to complement your own marketing efforts	✓	✓
Inclusion in the credit union locator	✓	✓
Program updates for nationwide metrics	✓	✓
Specialized resources to leverage in marketing efforts		✓
Enhanced campaign deployment in your region		✓
Additional metrics and benchmarks		✓
Preferred placement and an enhanced description in the credit union locator		✓