Pushing the Envelope
A Case Study

Presenter:
Erayne Gee Hill, Vice President of Marketing
Unity One Credit Union
• Eight branches (Fort Worth, St. Paul, Kansas City) with a 9th on the way.
• Railroad past, present and future
• 28,000+ members
• $227M in assets
• Community-chartered
• About 90 employees
• NEW: Three-person marketing/PR department
• Early adopter of non-traditional advertising
The **CHALLENGE**

“We need something **unique and edgy**—a **differentiator. No one knows who we are.**”
OBSTACLES

• Small team, limited time and manpower:
  • Vice President of Marketing
  • AVP of Community and PR
• Low on time:
  • In-house production, including data research
• Minimal outsourcing:
  • Primarily for idea generation and social media maintenance
• New to digital and online tactics
The SOLUTION
Don’t Get Spanked by Banks.

Stand up for better.

SpankFreeBanking.com
The MESSAGING SPANK FREE
There’s a better way to bank.
Don’t settle for being “spanked” by a bank with high fees and impersonal service.
Stand up for better.
At Unity One, we don’t want to sell our members something they don’t need.
We’re here to listen, and find the right products to match needs.
We don’t believe in excessive fees and high pressure.
We believe in treating you like a neighbor, not an account number.
Our success is your success.
Because banking shouldn’t feel like a punishment.
We’ll never sell you anything that you don’t need.
The STRATEGY
• Six-month campaign
• Pre- and post-campaign awareness study and competitive analysis
• Use of non-traditional advertising like digital/online and community relations
The TACTICS
• Online and digital advertising
  • E-mail, PPC, remarketing, landing pages, social (FB, Twitter, YouTube)
• Billboards
• In-branch displays and materials
• Staff t-shirts
• Random Acts of Kindness
• Community partnerships
Tactics

NO BUTTS ABOUT IT,
WE STAND FOR BETTER BANKING.

SpankFreeBanking.com

Spank Free Banking

Get of feeling like you're being sold to every time you walk into your bank's branch. At Unity One Credit Union, we believe you should not be account members. Don't get spanked by excessive fees. Get up for better. There's never been a better time to join the Spank Free Society.

Watch our video

Unity One Credit Union believes that your banking relationship should never hurt.

share your email now, enter to win $50 in free gas, and let unity one help you get spank free!

fullname*

email*

phone*

Submit

NO BUTTS ABOUT IT,
THESE HANDS ARE FOR GIVING.

unityone.org
Oh, that billboard. SMH.
Lower fees

Lower loan and credit card rates

UNITY ONE
CREDIT UNION
The RESULTS
In six months...

• Unaided awareness doubled.
• Aided awareness increased.
• More than 24,000 households recognized the Unity One brand (increase of 7,000 compared to the pre-campaign survey).
• 31.7% of survey respondents recognized or heard about RAKs.
• Favorable or positive impressions of Unity One increased, while negative impressions decreased.
RESULTS: Online/Digital

• Increased website traffic
  • Engagement time increased
  • Average of more than six page views per session
• Above-industry averages for remarketing and PPC rates
  • 1.96% CTR on PPC ads (4,190 clicks, 213,672 impressions)
  • 0.16% CTR on remarketing ads (1,450 clicks, 914,400 impressions)
• Increased Facebook activity
  • 780 new followers
  • 175,415 impressions, 695 clicks
RESULTS: Product/Membership Growth

From April to October 2014:

• 550 new checking accounts
• Increase in loan growth from 13.58% to 35.07%
• Membership growth: 5.62%
17 Random Acts of Kindness events
- Closing RAK attracted 1,500 people
- Partnered with the local YMCA
- Featured a Battle of the Bands
- Top band donated a portion of the winnings to charity

Media attention
- Local and industry
The SPANK FREE FUTURE
SPANK FREE FUTURE

- Ongoing: Developed into a brand/culture
- 2015: Expanded to Minnesota and Kansas
- 2016: Product-focused campaign spin-offs (checking accounts and auto loans)
NO STRANGER TO BREAKING THE MOLD

- Hispanic Marketing & Outreach
  - Juntos Avanzamos
  - Stockyards Branch and all branches
- Community Relations as a game-changing tactic
  - Position, budget and resources
  - Business development
  - Signature events: Gear Up 4 School, Futbol Fiebre
  - Signature financial education: La Salud, BYOCU
- Community partnerships
- In-school branches
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