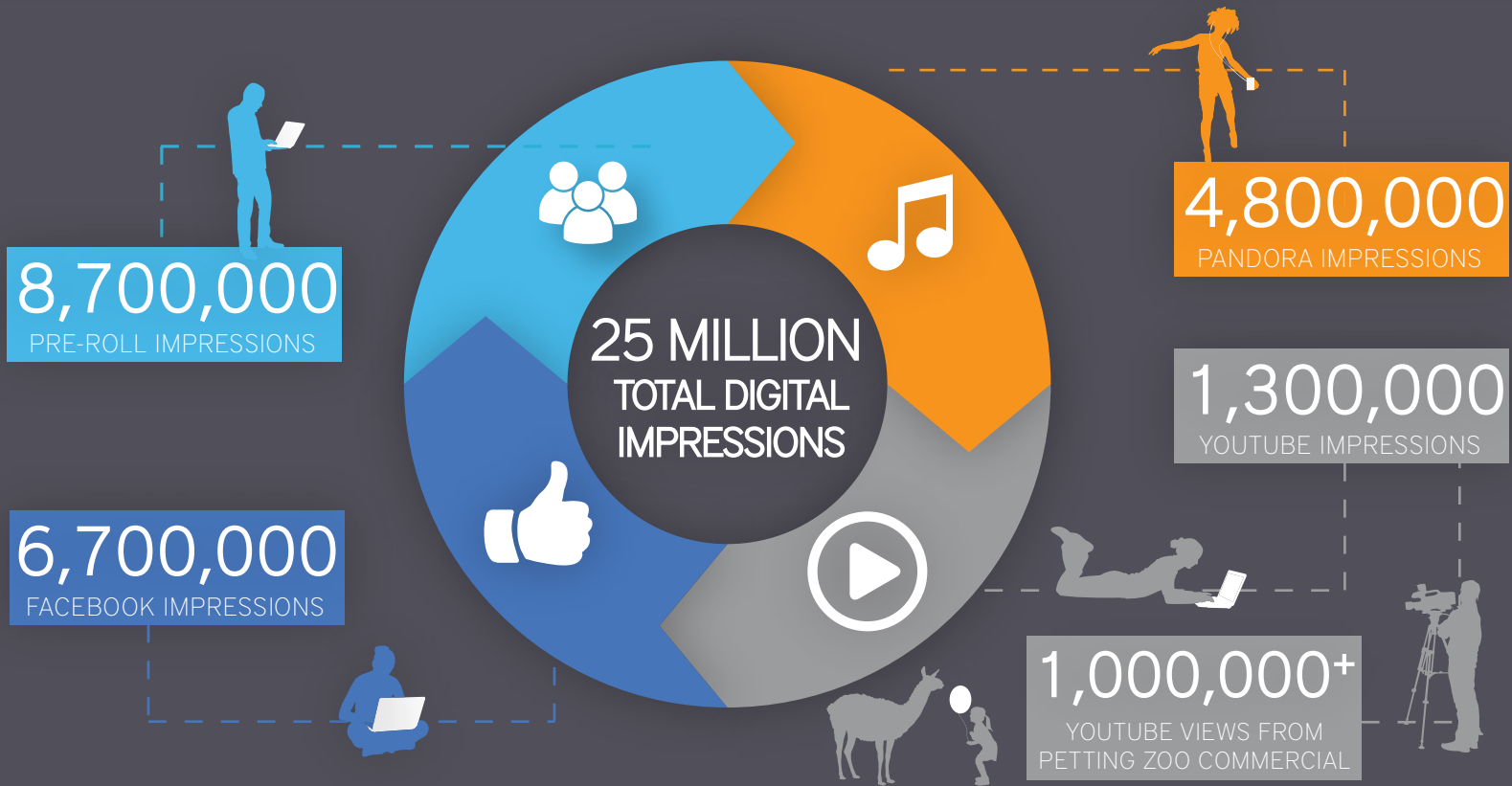




we're giving banking a better name.®

The LSCU & Affiliates Cooperative Image Campaign has run four waves of advertising since 2011. The campaign is reaching consumers in many different ways through a diverse media buy in 14 media markets across Alabama and Florida. Credit unions in both states are benefiting from a cooperative campaign pushing the image of credit unions.

2015 IMAGE CAMPAIGN RESULTS



The LSCU Cooperative Image Campaign debuted in 2011. It was designed to complement credit union marketing and educate consumers about credit unions. The cooperative efforts of the campaign and credit unions are yielding major results.

