

# 2015 Cooperative Image Campaign Results

Tallahassee DMA

Feb. 4, 2016

Sponsored in part by:



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# Overview

Overall Recap

Designated Market Area (DMA) Recap



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# Overview of 2015 Fundraising/Participation

- Total participation: 100 CUs/5 chapters
  - Alabama:
    - 49 CUs
    - 3 chapters (Cheaha, Mobile, Montgomery)
  - Florida:
    - 51 CUs
    - 2 chapters (Broward, Palm Beach)
- Total amount raised: \$828,000
- Contributed by LSCU:
  - \$64,000 (creative)
  - \$15,000 (post campaign research by third party)
- CUSC of AL contributed: \$25,000



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# Overall Recap – YouTube Exploded



\*2014 YouTube views were 490,000 between the two TV ads

## 1.3 million

YouTube views of all three  
“shareable content” ads

## 1 million

YouTube views of  
“Petting Zoo” ad



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# Your DMA

- Total participation: 6 credit unions
- Total amount raised in DMA: \$12,585.09
- Media used: online (SEM, pre-roll), Facebook, YouTube, Instagram, Twitter, Pandora, mobile, email



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# Research/Impact

Post Campaign Study  
Google Analytics  
Online Behavioral Targeting  
Call Report Data

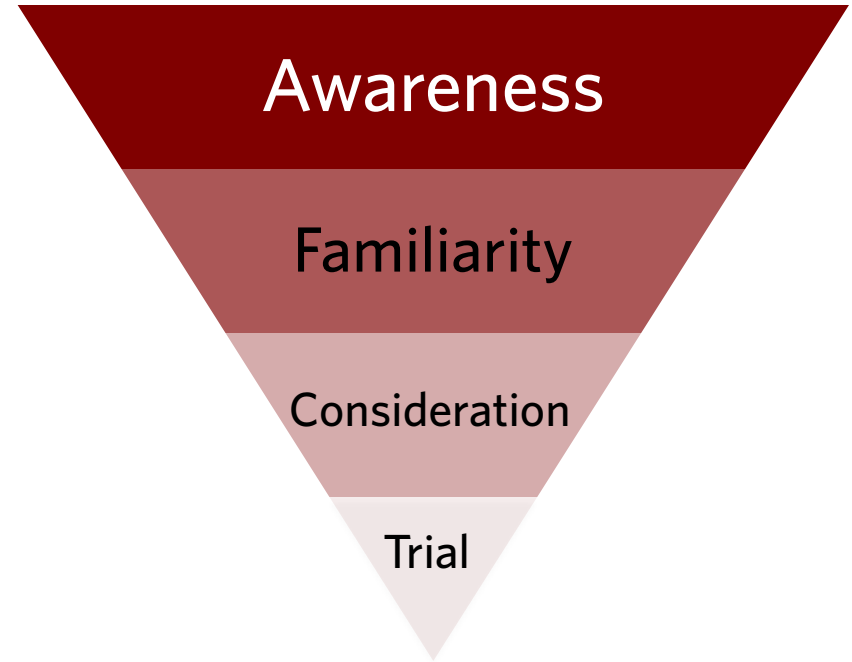


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# Effectiveness of Image Campaign

For an image campaign, it's important that we follow the basic five steps of marketing performance measures:

1. Raise awareness
2. Become familiar
3. Get interested
4. Consider the brand
5. Take action



The Cooperative Image Campaign has shown good, steady results over the four flights of ads. More consumers are becoming familiar with credit unions. SIR says the results are very good considering the campaign is only 10-14 weeks.



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# Respondent Profile Comparison

## Methodology:

Online survey (approx. 8 min.) conducted approx. once a year to test awareness, familiarity, interest, consideration & desired behavior of residents in either AL or FL.

Demographic	Group	Wave 1 October 2011	Wave 2 August 2012	Wave 3 August 2014	Wave 4 December 2015
Age	Mean	38	38	41	42
Gender	Male	50%	50%	50%	25%
	Female	50%	50%	50%	75%
Education	Associate	12%	13%	12%	14%
	Bachelor's	36%	36%	36%	29%
	Master's	16%	19%	19%	15%
Race/ Ethnicity	White	83%	77%	83%	81%
	Hispanic	7%	8%	8%	9%

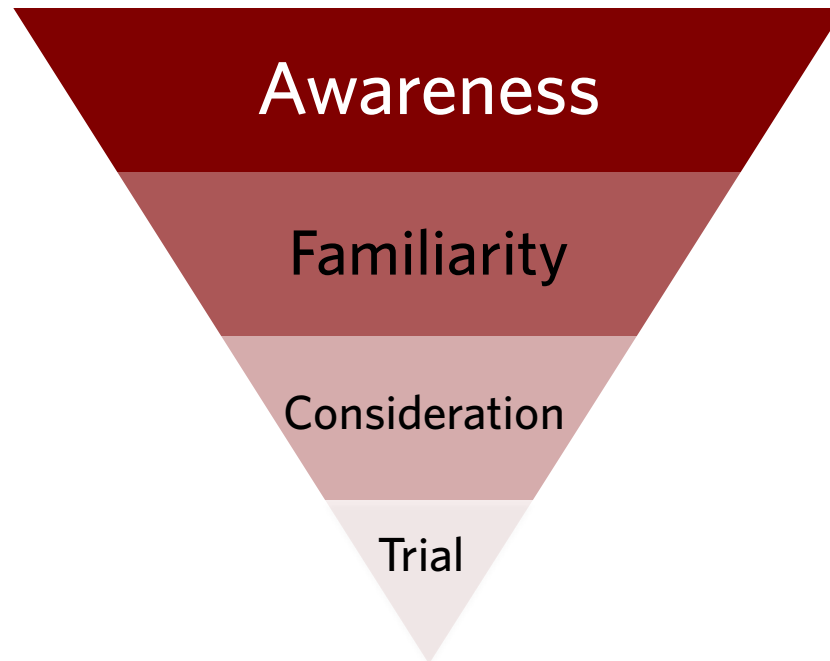


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# Effectiveness of Image Campaign

Based on four steps of marketing performance measures:

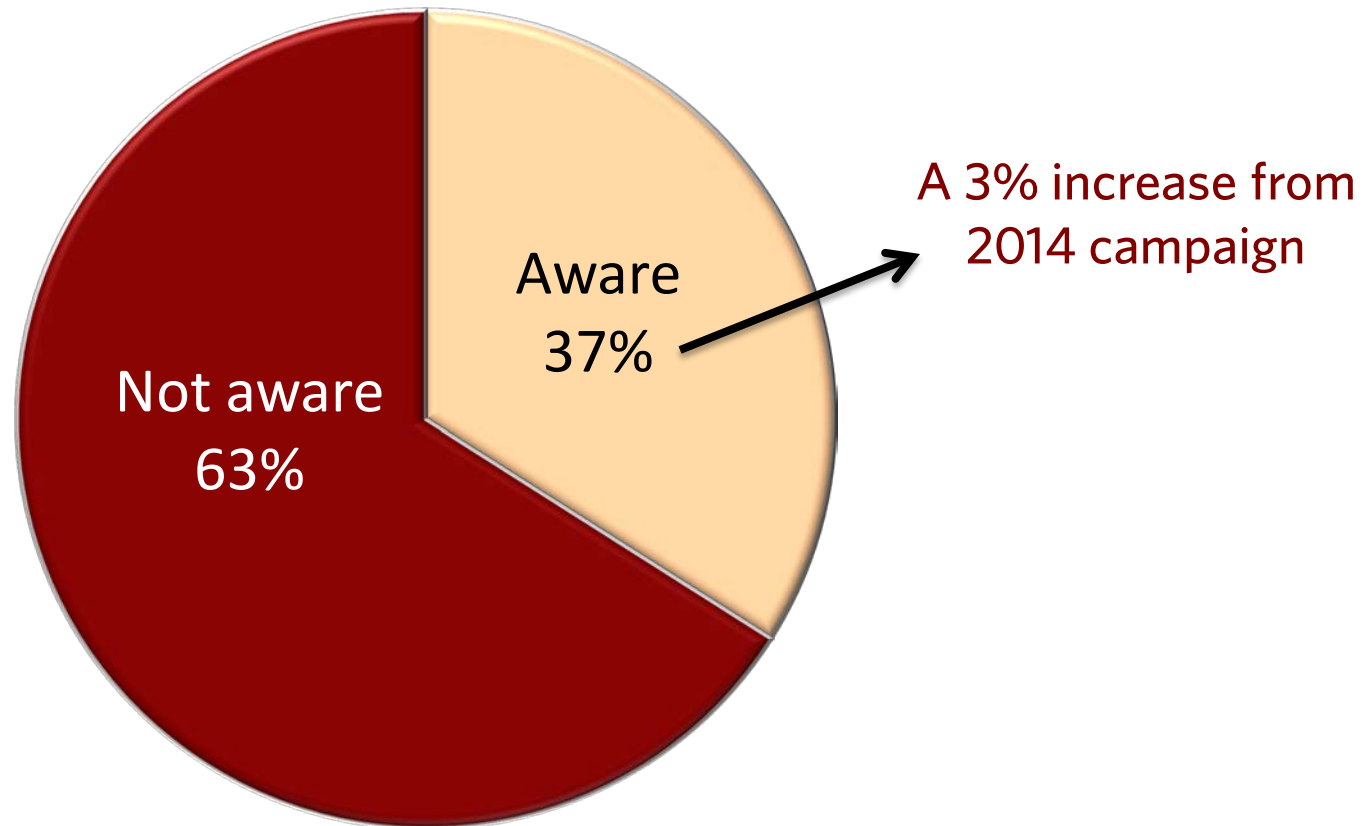


How is our campaign reaching the consumer and causing them to take action?



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# Approximately 2 in 5 respondents Have Top-of-Mind (Unaided) **Awareness** of Credit Unions



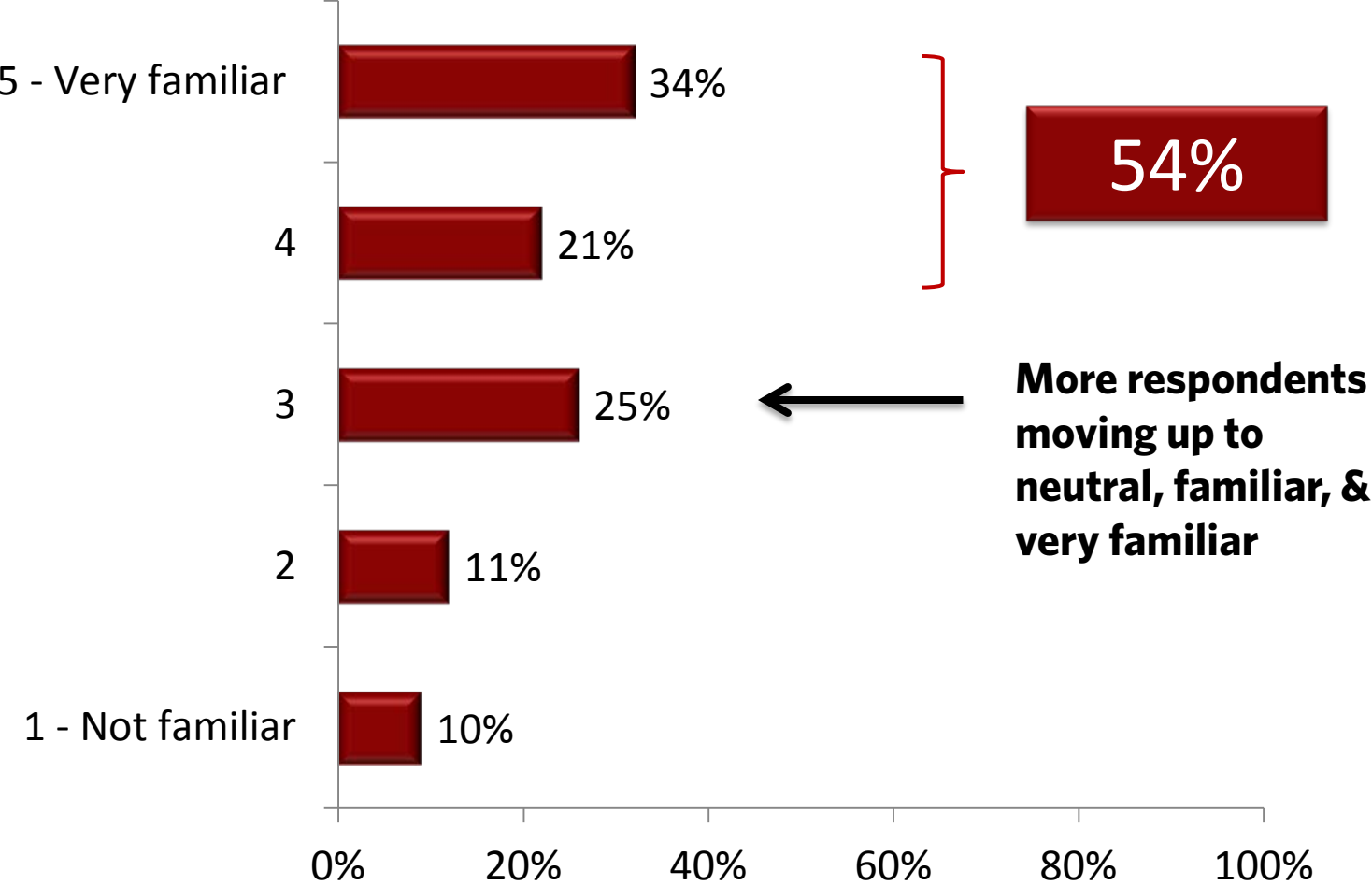
1,000 Respondents

Q - Now, please list all of the different types of financial institutions that come to mind.



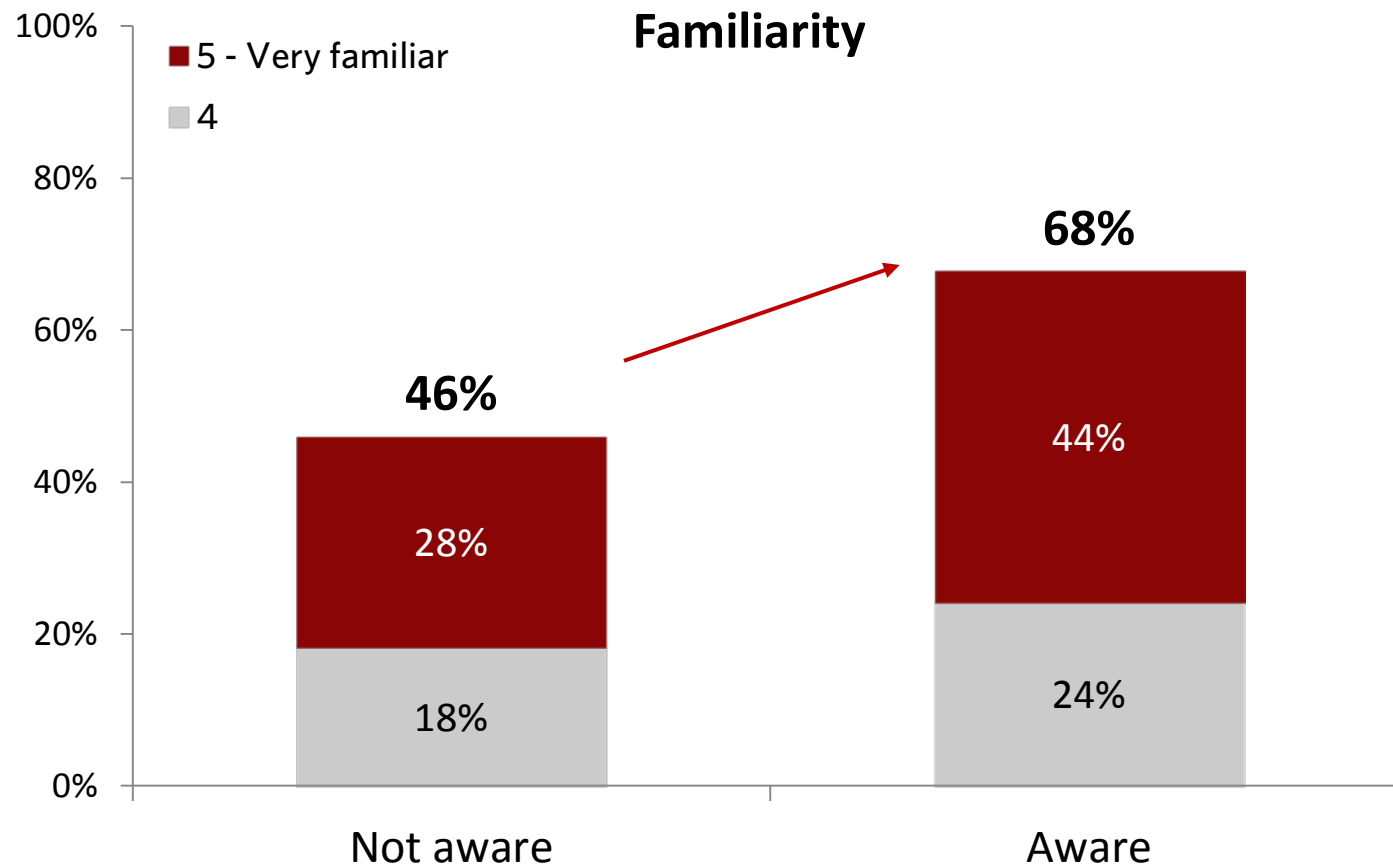
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# 54% of All Respondents Are **Familiar** with Credit Unions and the Services they Offer



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# Respondents with Unaided Awareness Are Significantly More Likely to Be **Familiar** with Credit Unions

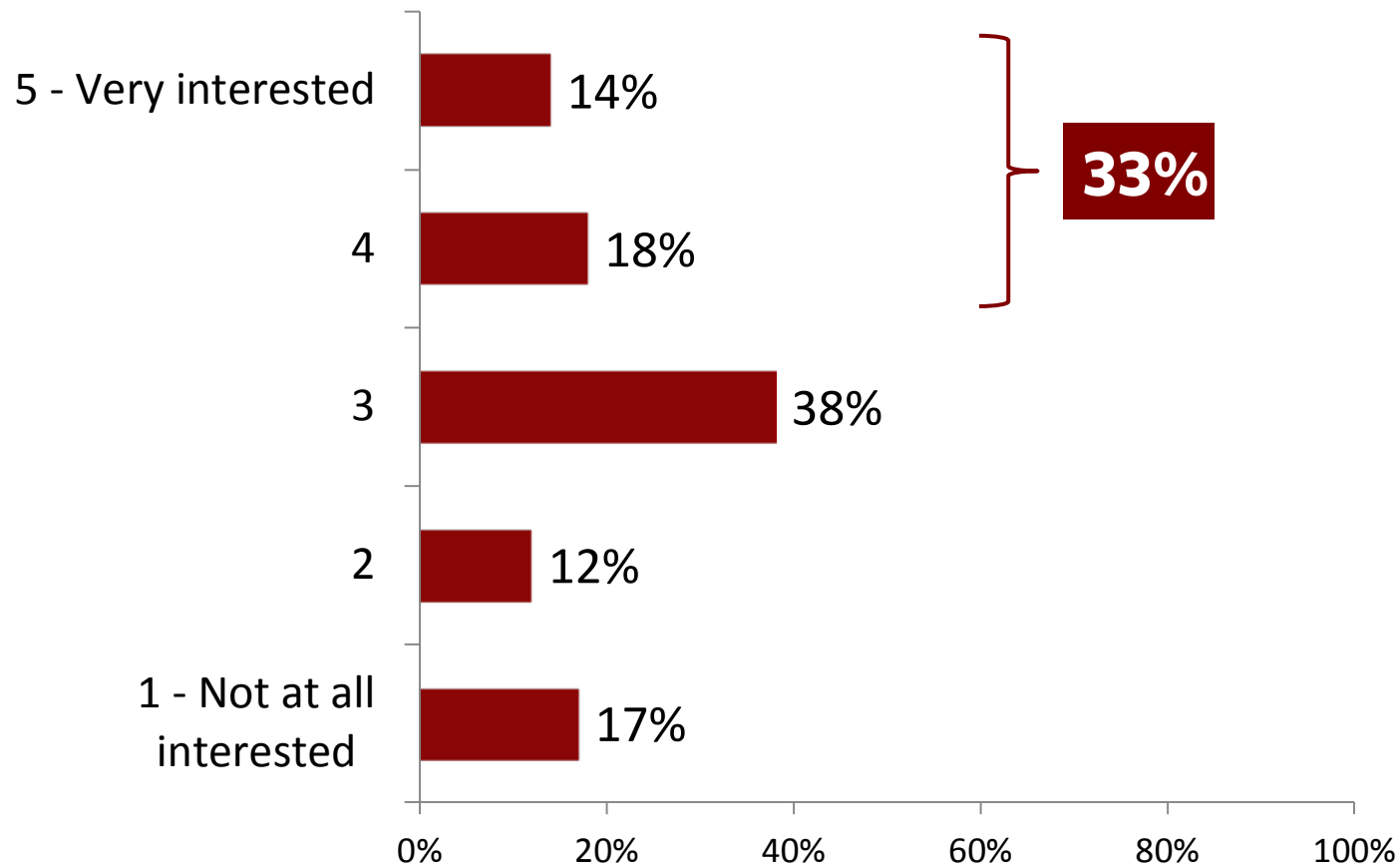


1,000 Respondents



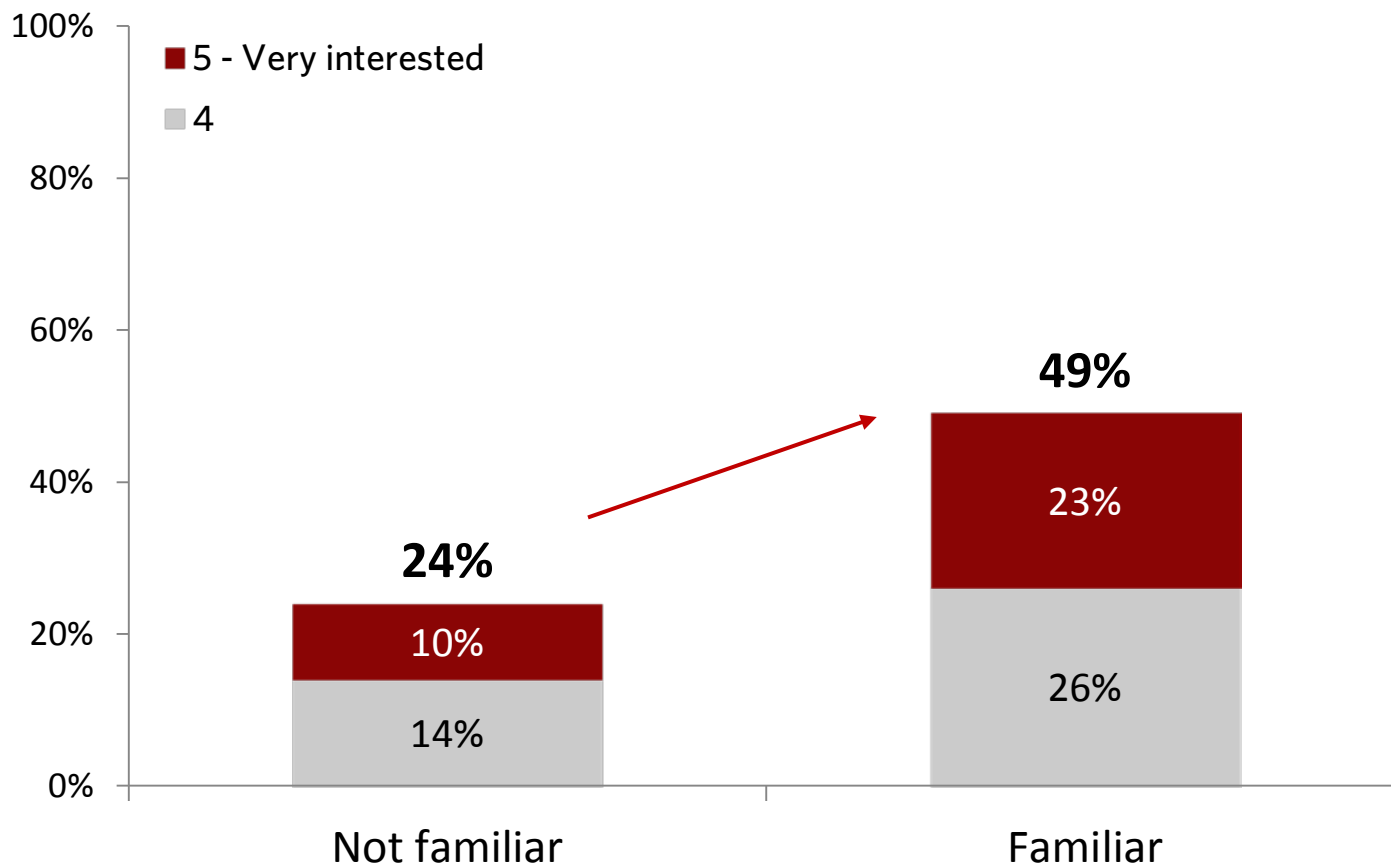
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# A Third of Respondents w/o a Relationship with a Credit Union Are **Interested** Joining a Credit Union



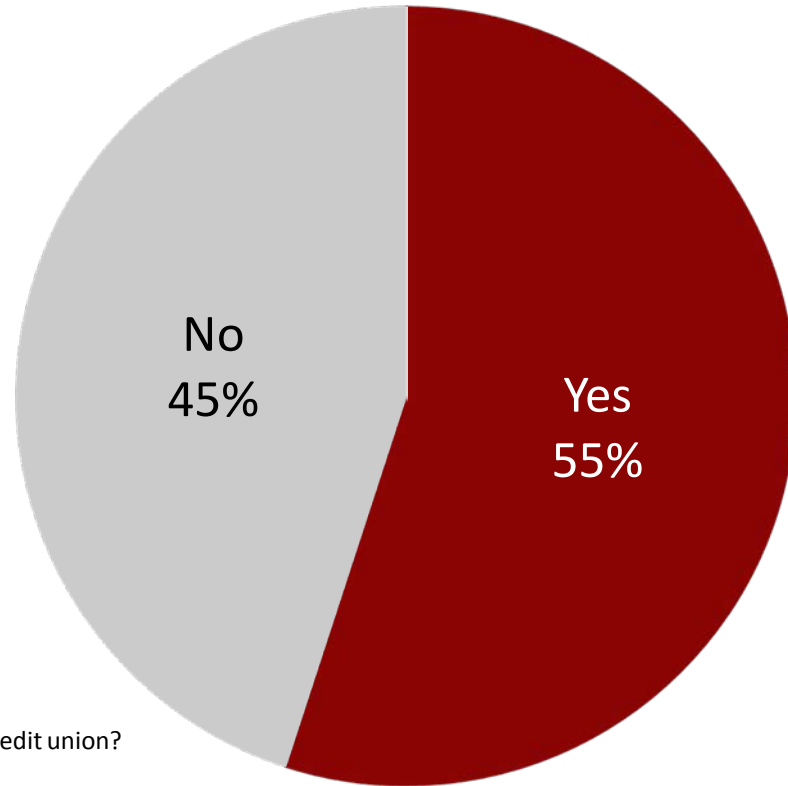
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# Respondents Who Are More **Familiar** with Credit Unions Are Significantly More Likely to Be **Interested** Joining a Credit Union



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# Over half of Respondents w/o a Relationship with a Credit Union Have **Considered** Joining a Credit Union



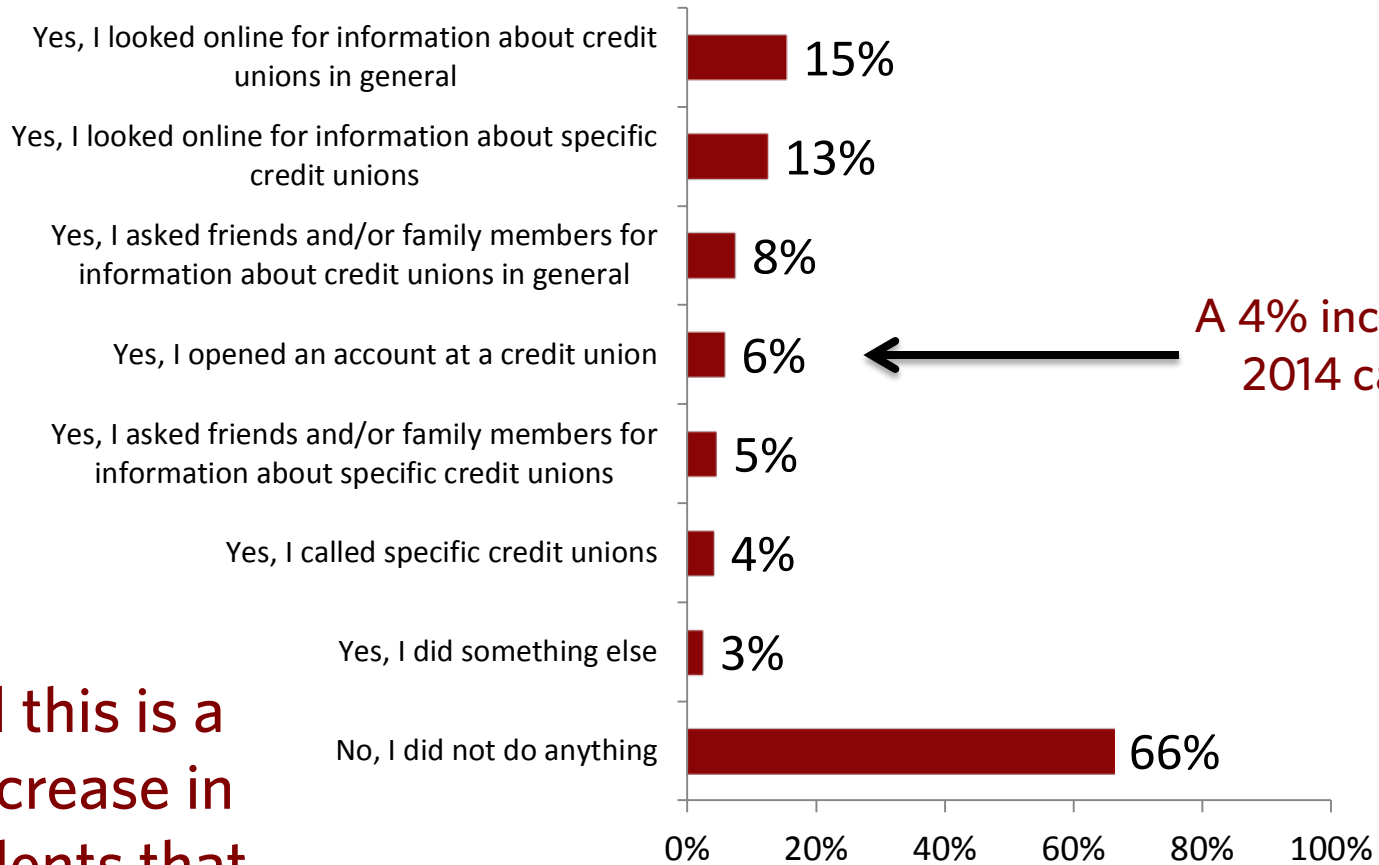
Q12. Have you ever considered joining a credit union?

569 Respondents



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# Overall, a Third of Respondents **Took** Some Sort of **Action** Because of a Credit Union Advertisement; 6% Even Opened an Account



A 4% increase from  
2014 campaign

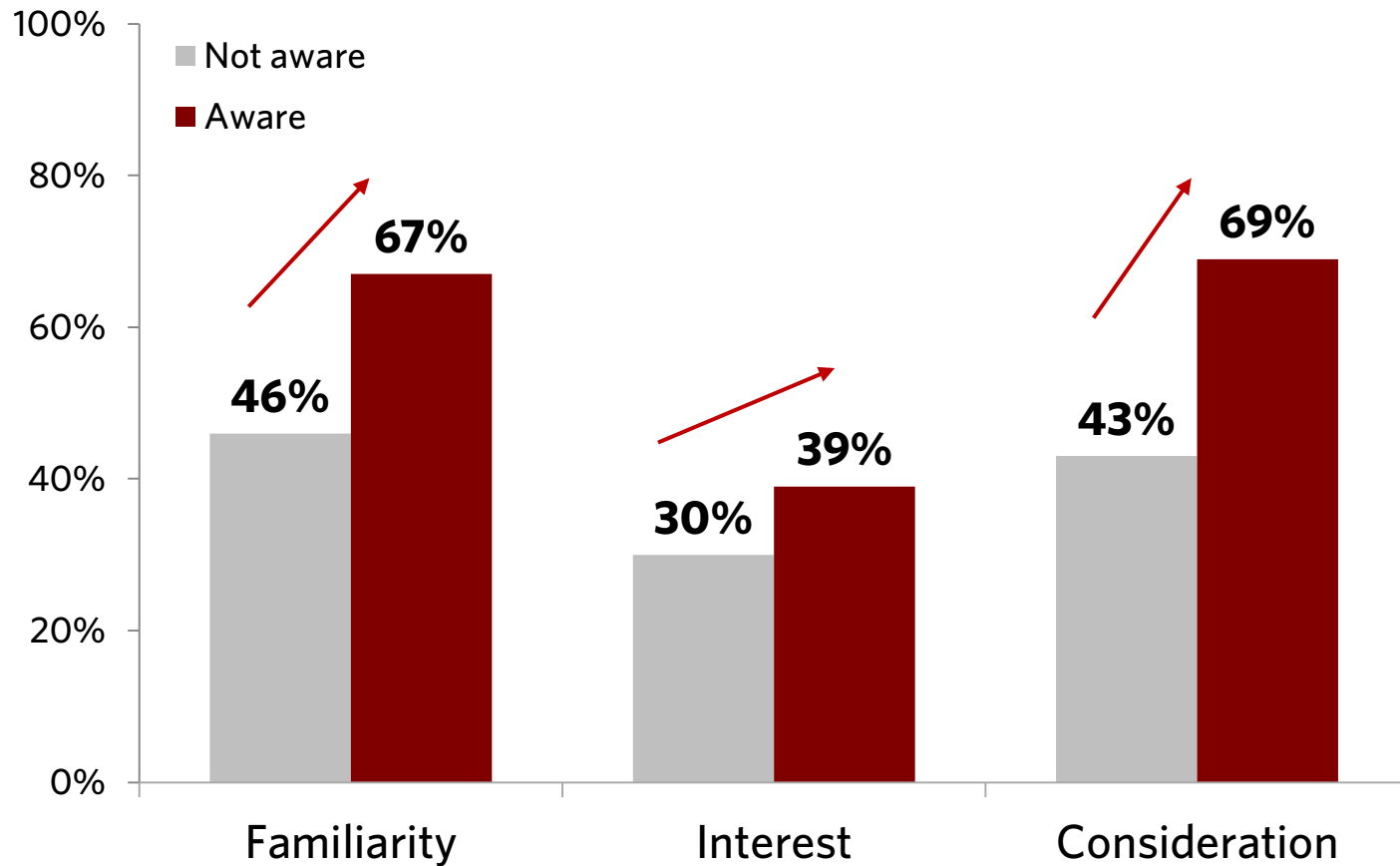
Overall this is a  
28% increase in  
respondents that  
took action  
because of an ad



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# Respondents Who Have Unaided Awareness Are Significantly More Likely to Be Familiar and Interested, and More Likely to Consider Opening an Account



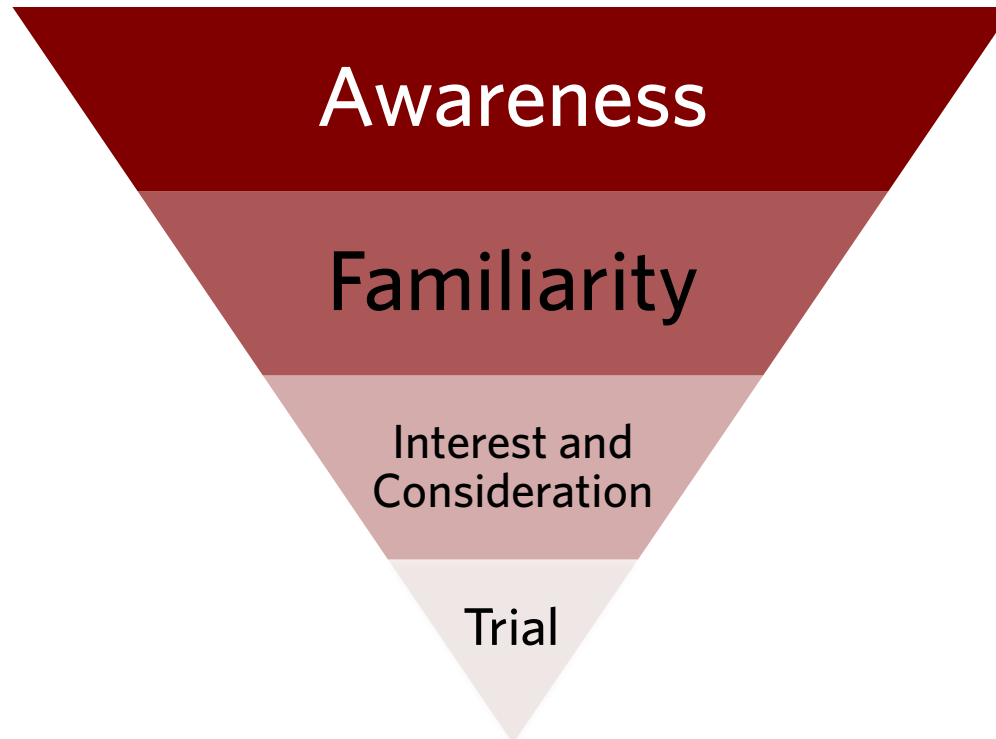
1,000 Respondents



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# Image Campaign Impact on Bank only Customers

Based on the five steps of marketing performance measures:

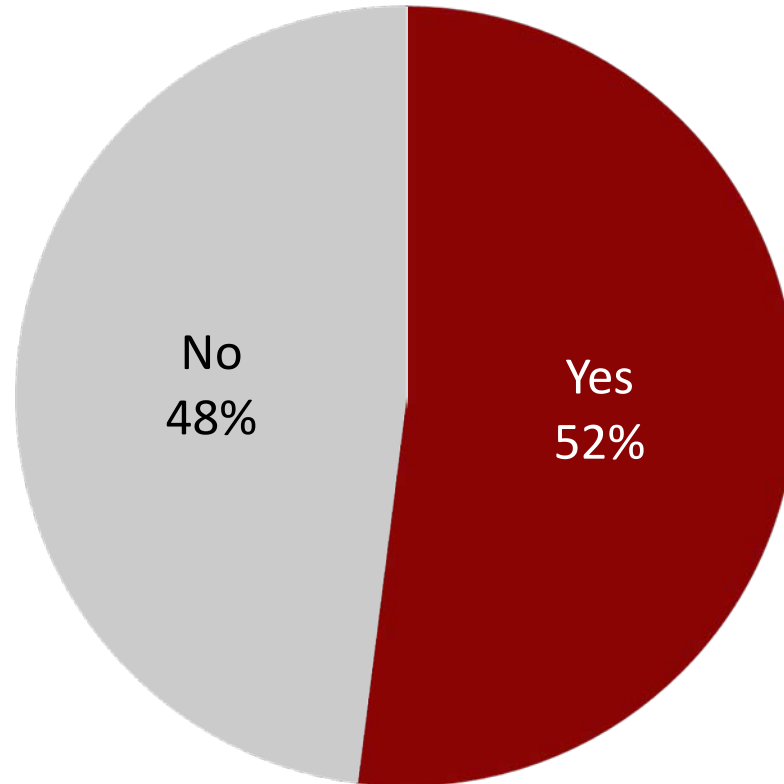


How is our campaign reaching the bank only consumer, i.e. those with no credit union relationship?



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# Half of All Respondents Reported Seeing an Advertisement Promoting Credit Unions



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# Respondents Reported Seeing an Advertisement in Alabama and Florida

61%

Alabama

42%

Florida

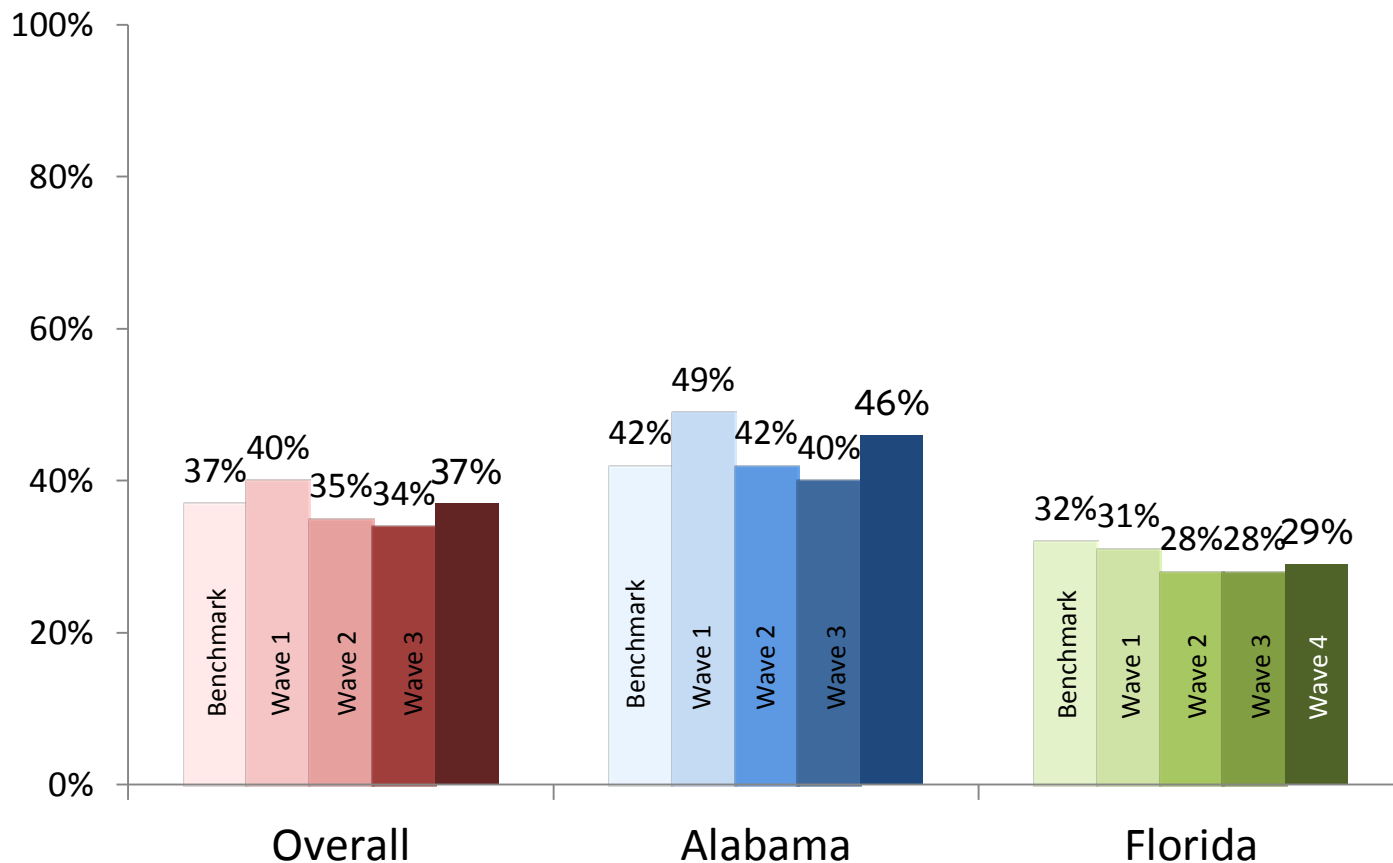


A 4% increase from  
2014 campaign



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# Overall, Unaided **Awareness** Remains Relatively Consistent Wave over Wave

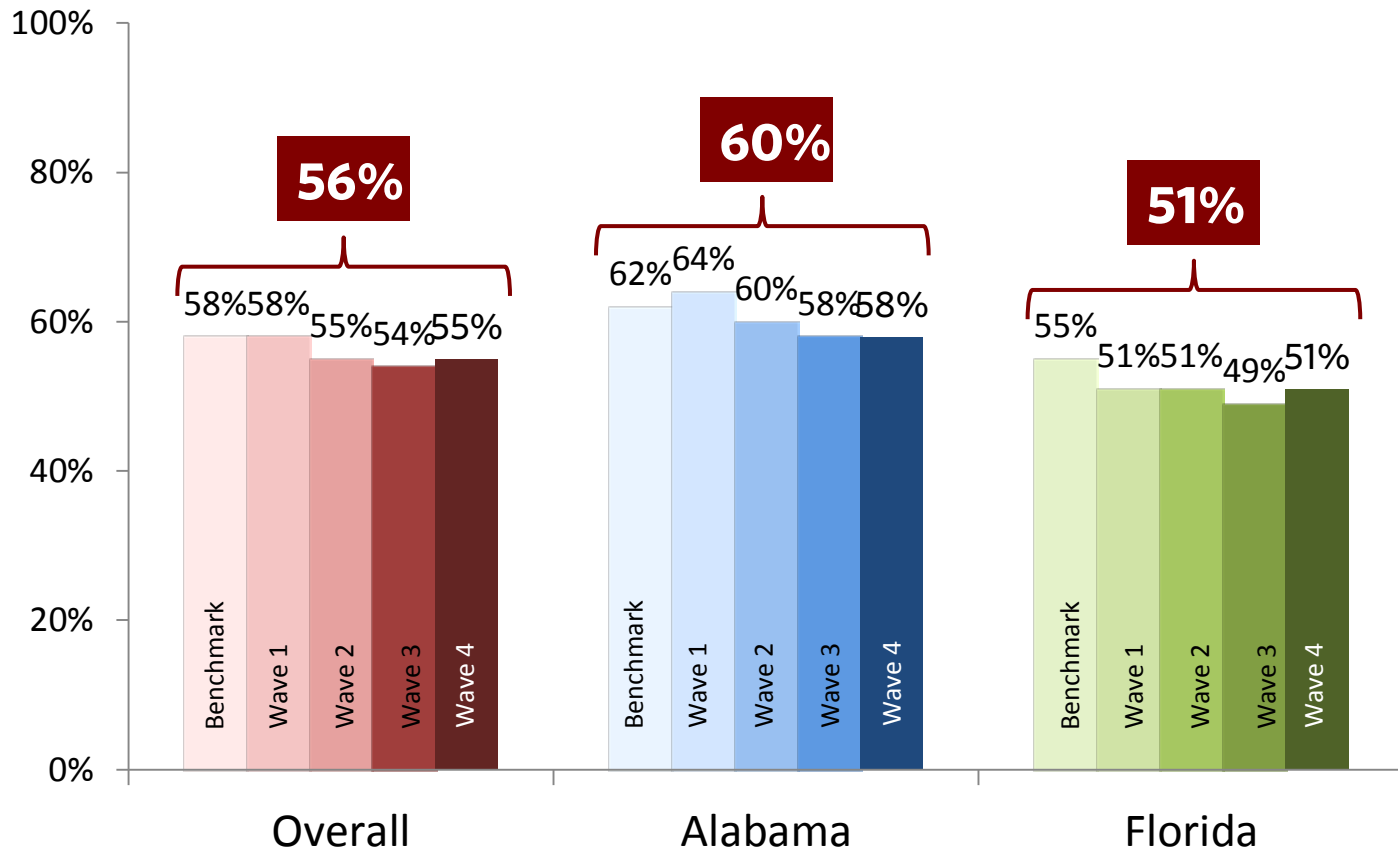


Margin of error is +/- 2%



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# Familiarity Also Remains Consistent Between Waves

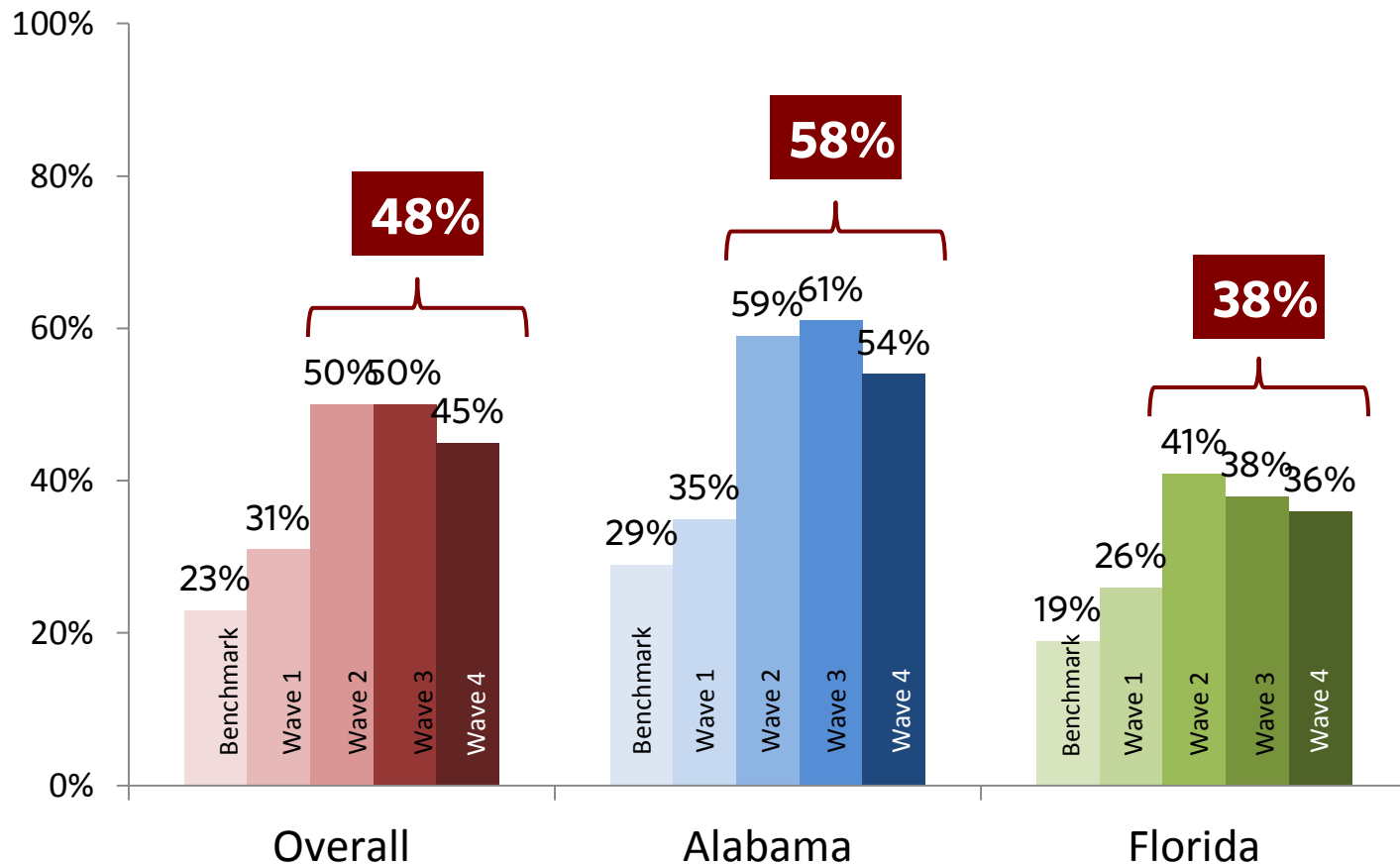


Margin of error is +/- 2%



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# Overall, Aided Advertisement **Awareness** Is Also Consistent across Each Wave



Margin of error is +/- 2%

1,000 Respondents



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# Overall, Respondents Who Have the Seen the Advertising Have Significantly Higher Ratings for Awareness, Interest, Consideration, and Trial

	Have not seen advertising	Have seen advertising	Increase in percentage
Awareness	29%	47%	+ 18%
Familiarity	39%	72%	+ 33%
Interest	28%	42%	+ 14%
Consideration	44%	76%	+ 32%
Desired behavior	0%	18%	+ 18%

Margin of error is +/- 2%

1000 Respondents



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# Florida Respondents Who Have Seen the Advertising Also Have Increased Scores Across All Five Performance Measures

Florida	Have not seen advertising	Have seen advertising	Increase in percentage
Awareness	25%	39%	<b>+ 14%</b>
Familiarity	38%	72%	<b>+ 34%</b>
Interest	28%	38%	<b>+ 10%</b>
Consideration	39%	73%	<b>+ 34%</b>
Desired behavior	0%	15%	<b>+ 15%</b>

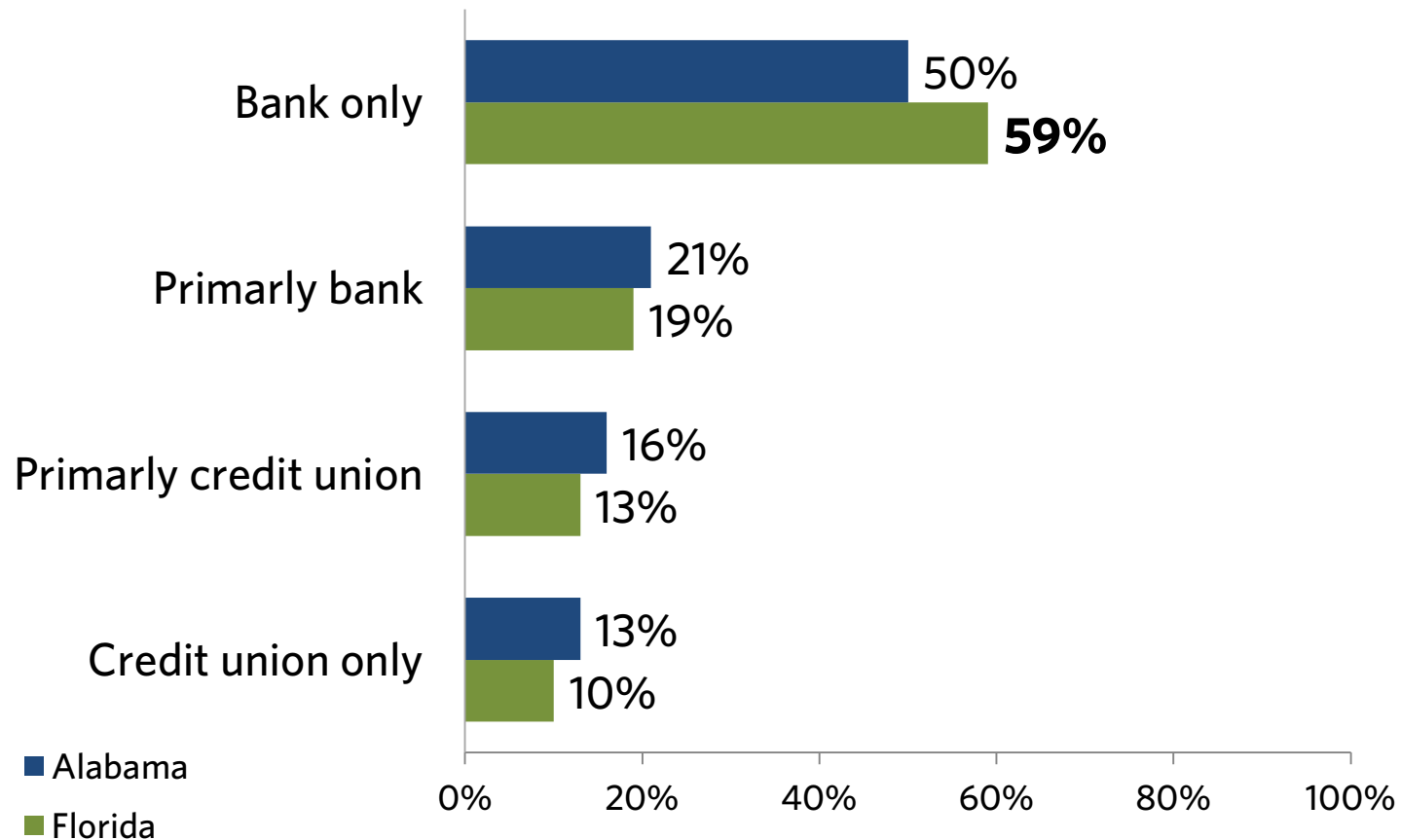
Margin of error is +/- 2%

500 Respondents



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# Respondents Who Live in FL Are Significantly More Likely to Have Only a Bank Account & No Credit Union Accounts



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# Overall, Bank-only Respondents from Wave 4 Had a Significant Increase in Interest from Wave 3 (2014)

Bank Only: Overall	Wave 1	Wave 2	Wave 3	Wave 4
Awareness	26%	21%	21%	25%
Familiarity	34%	34%	32%	34%
Interest	31%	28%	27%	33%
Consideration	50%	52%	55%	55%
Desired behavior	6%	8%	6%	5%

Margin  
of error  
is +/-  
2%



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# In Florida, Bank-only Respondents Stayed Consistent in the Five Performance Measures

Bank Only: Florida	Wave 1	Wave 2	Wave 3	Wave 4
Awareness	18%	18%	18%	18%
Familiarity	28%	30%	27%	32%
Interest	24%	27%	30%	31%
Consideration	49%	50%	51%	47%
Desired behavior	8%	11%	5%	3%

Margin of error is +/- 2%



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# Effectiveness of Image Campaign

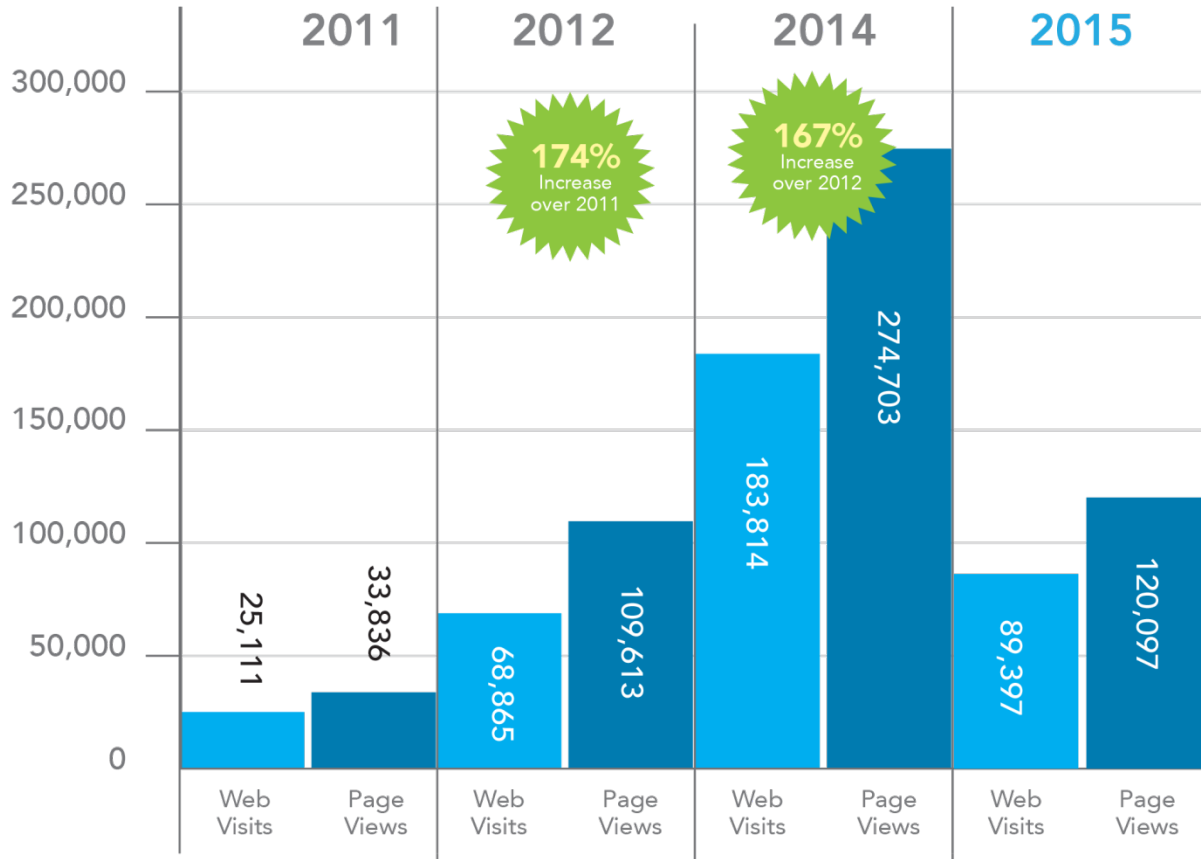
Measuring the other factors against the research results:

- Google Analytics
- Online Media Buy
- Call Report Data



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# Google Analytics for Campaign Website

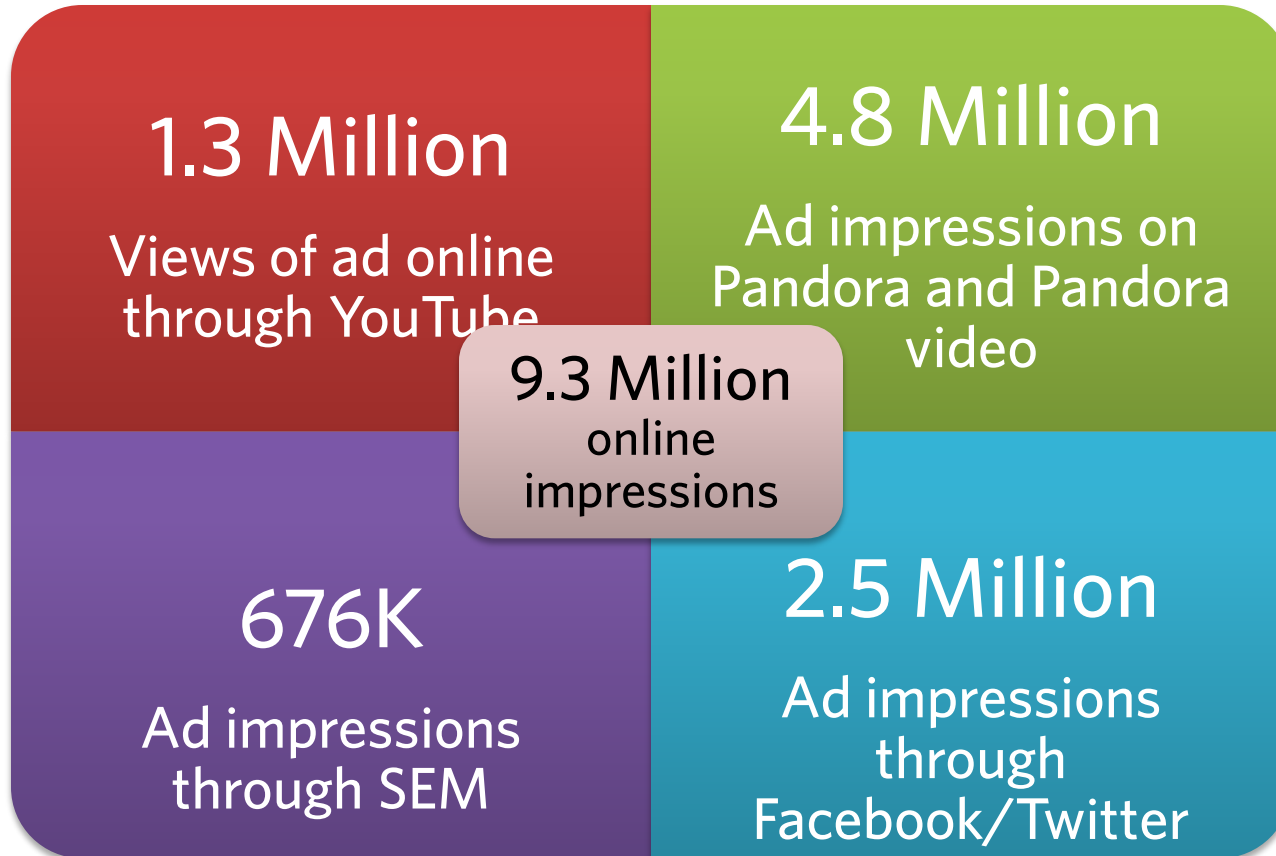


- The past campaigns have focused on driving traffic to website
- This campaign was more about awareness through online ads
- Search for credit union was second most viewed page



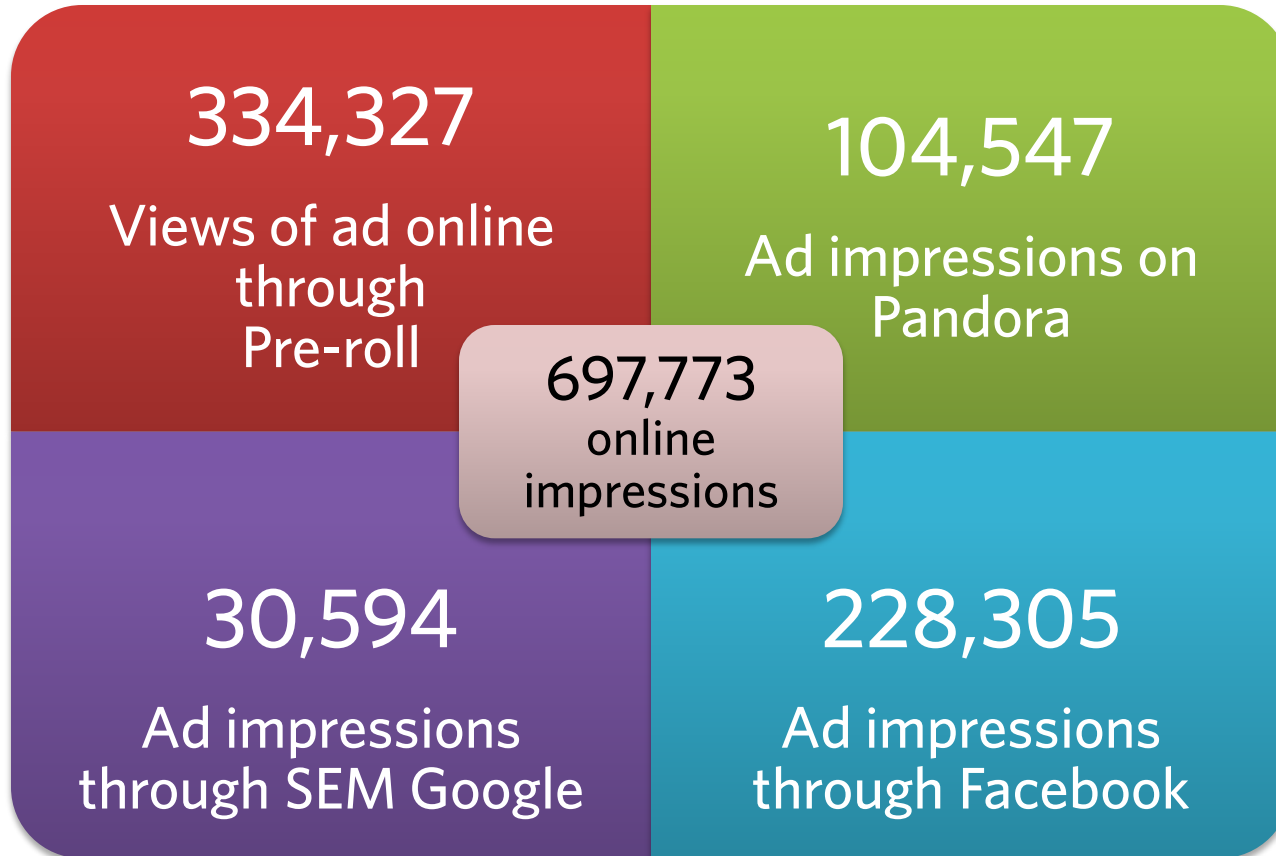
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# Online Media Buy - Wave 4



- Heavier emphasis on online media buy in 2015
- Online ads included Google, targeted ads, Facebook, pre-roll, and YouTube videos

# Tallahassee Online Media Buy – Wave 4



- Heavier emphasis on online media buy in 2015
- 697,773 ad impressions online in Tallahassee area
- Online ads included Google, targeted ads, Facebook, pre-roll, and Pandora videos



# Call Report Data - Membership

**710,000**  
New members since  
2011

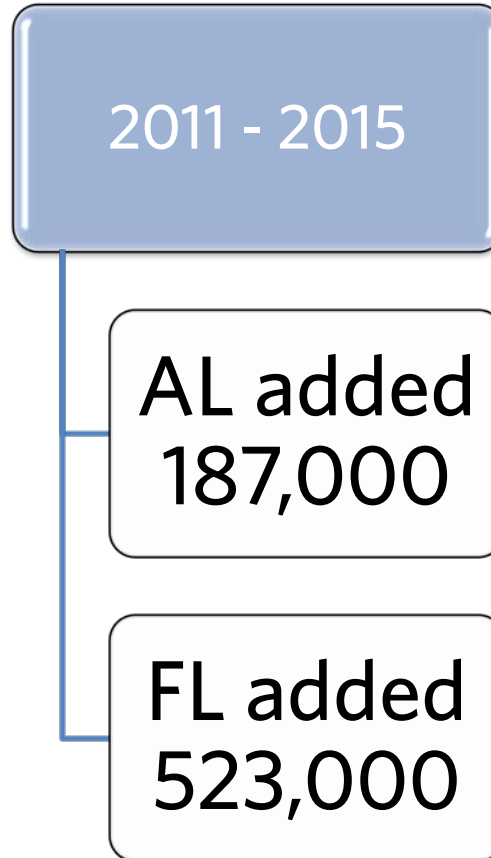
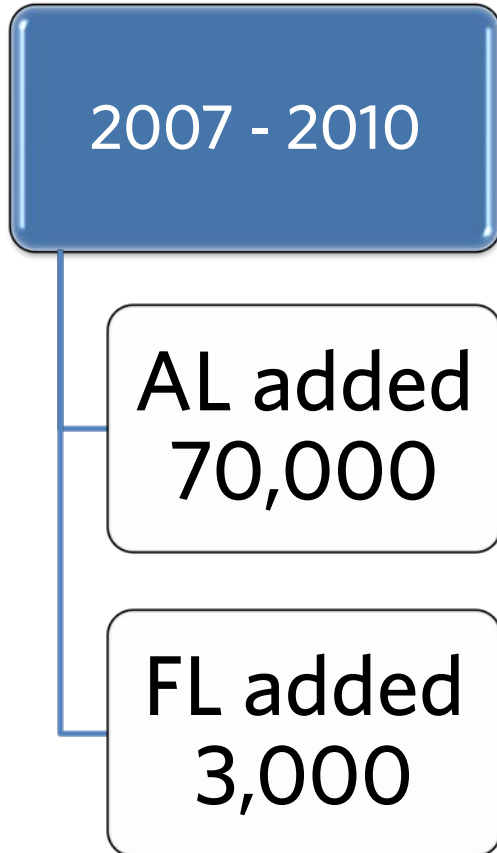
23 States report  
flat or negative  
growth in the  
last quarter

- Alabama and Florida are two states that are showing tremendous membership growth each quarter
- 23 states are reporting flat to negative membership growth in the last quarter - 3<sup>rd</sup> quarter of 2015.



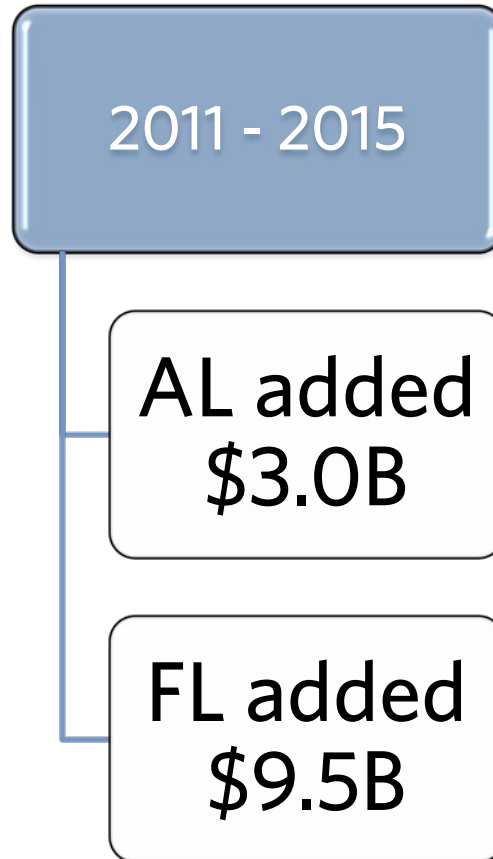
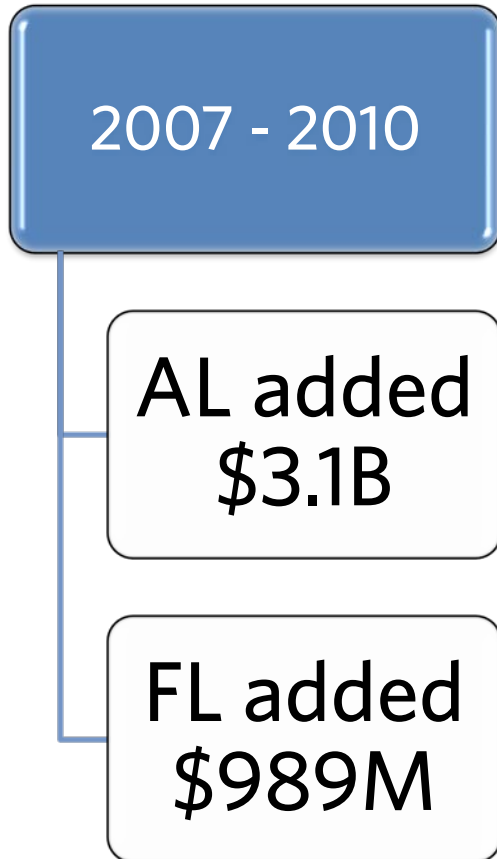
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# Call Report Data - Membership



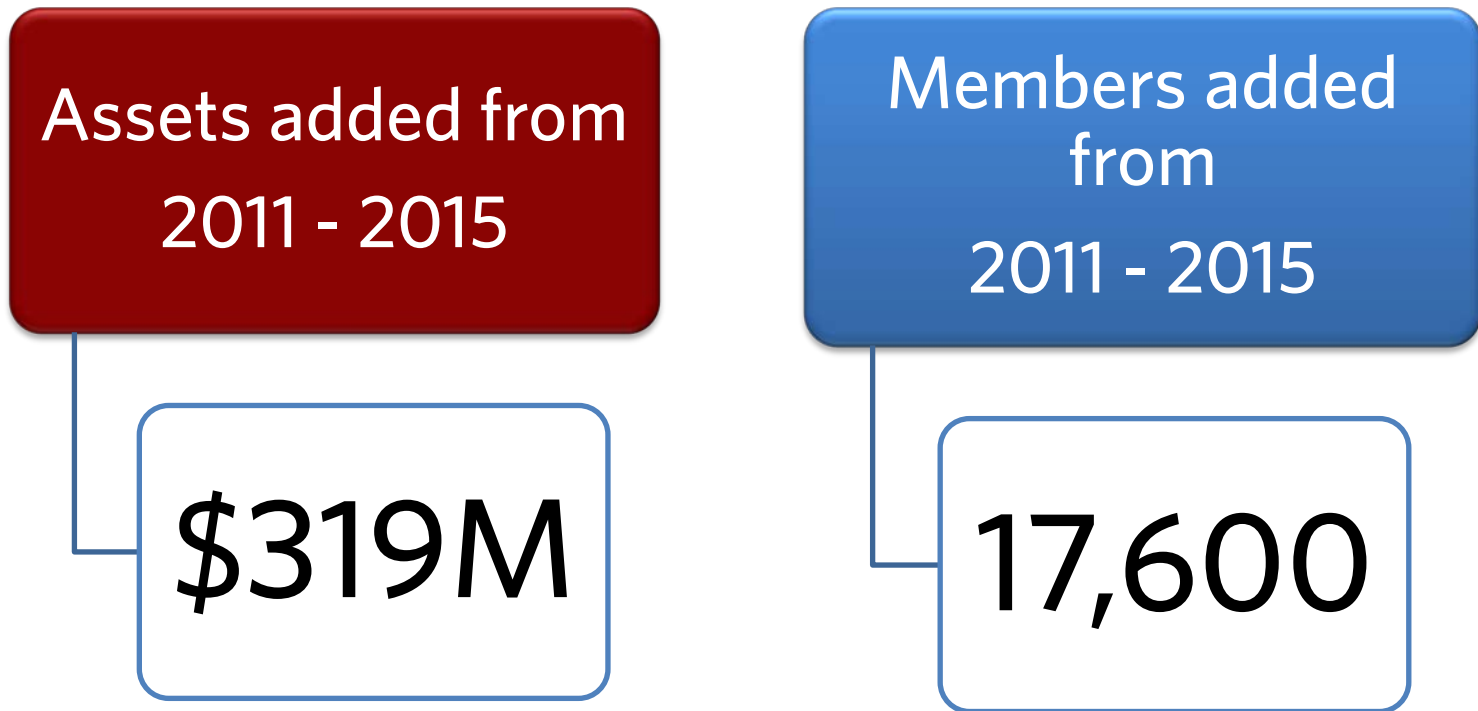
- 2007 - 2010 membership growth was good in AL and flat in FL
- Membership growth clearly coincided with debut of Image Campaign in Q3, 2011
- Image Campaign, improving economy, and credit union marketing working well together

# Call Report Data - Assets



- Alabama has steady asset growth since 2011 with a few hiccups
- Florida asset growth has exploded by averaging 5% growth each quarter
- Improving economy, Image Campaign, and credit union marketing are working well together

# Impact on Tallahassee Credit Unions



**\*Loans have increased by \$200M since 2011**

# Overall Conclusions

- Unaided awareness significantly increases familiarity with, interest in, and consideration of credit unions.
- Half of respondents reported seeing credit union advertisements. Ad recall shows significant lifts in awareness, familiarity, interest, consideration, and trial scores.
- The more consumers see ads, the more they become familiar, and eventually join
- Awareness and familiarity measures have not significantly changed over the four campaign waves, indicating a stable environment for credit unions.



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# 2016 Campaign Next Steps

- Campaign will begin running across both states in May
- Considering a donut approach around elections by running ads May to July and pick up again in November after the election - depends on fundraising
- Turn the Petting Zoo ad into a TV ad
- Create another shareable content ad
- We are about \$100,000 ahead in fundraising of where we were this time last year
- We have 9 new credit unions participating so far this year
- CUNA Mutual Group has come on as a sponsor



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# Questions?



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