

Marketing
with

style



CUADVANTAGE
MARKETING SOLUTIONS

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Print Newsletters



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Coming Soon!



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Adult Newsletter Ideas

PRINT NEWSLETTERS

The Secret Weapon in Your Marketing Arsenal

There's no denying digital and social media play an important role in how consumers discover, research and share information about brands and products. Yet, research shows the positive effect of physically handling printed media, such as newsletters, simply cannot be replicated online. By placing your printed product directly into the consumer hand, you gain the benefits of a secret weapon that more and more companies are failing to realize and utilize.

Creating, producing, printing and mailing real newsletters provide your members with the opportunity to physically handle, open, read, save for later and even share your media with friends and family.

PLUS, PRINT NEWSLETTERS:

- ◆ **Are preferred by consumers** – Most U.S. consumers prefer direct mail over email and still enjoy receiving postal mail regarding new products.
- ◆ **Stand out** – Given the overall decrease in postal mail, a print newsletter can stand out to the recipient, while an online newsletter may get lost in an already too full in-box.
- ◆ **Engage reciprocity** – Members recognize and appreciate the fact that you're investing real money in communicating with them, providing information, and expressing appreciation for them.
- ◆ **Can't be killed by the "delete" button** – Unlike e-zines, blogs and other digital media included in paid subscriptions, print newsletters are more likely to be read by consumers who receive them from a business they have a relationship with.
- ◆ **Are perceived as more substantive** – For niche demographics, the printed word is often perceived as more legitimate.
- ◆ **Provide a longer shelf life** – Print newsletters lead to a more active engagement and can be saved for an early morning cup of coffee, an enjoyable break-time read, or a comfy evening on the sofa.
- ◆ **Allow for more in-depth information** – Newsletters are an excellent source for educating consumers about complex products or services.

2018
Holiday Closing Posters
Coming Soon!

New Designs for the New Year

Don't just display your 2018 holiday closings – catch your members' eye with our new and engaging poster designs.

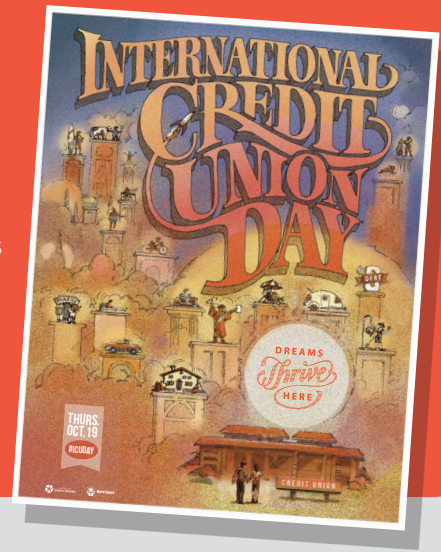
Watch for new 2018 designs to be released late October 2017.

Summer 2017

INTERNATIONAL CREDIT UNION DAY Thursday, October 19



With International Credit Union Day just around the corner, CUAdvantage is geared up and ready to help you make it an ICU Day your members won't forget. This year's theme – "Dreams Thrive Here" – perfectly illustrates how credit unions serve as the catalysts to make different professions, personal choices and careers paths real to credit union members all around the world. We look forward to helping you celebrate the spirit of the global credit union movement as you raise awareness about the great work that credit unions are doing around the world and give your members the opportunity to get more engaged. Whether you choose to celebrate with fundraisers, open houses, contests, picnics, giveaways or parades, we can help you spread the word and get your members excited to celebrate everything your credit union stands for.



TOP CREDIT UNION TRENDS for 2017

The Credit Union industry is rapidly evolving, presenting credit unions with a host of new opportunities and challenges at every turn. Advances in technology and changing consumer expectations are a driving force behind credit union decision making, on all fronts. So what exactly are the top trends credit unions should be factoring into their 2017 strategies? Let's take a look:

ADVANCING TECHNOLOGIES.

Credit unions are facing many fundamental shifts across the industry, especially where payments are concerned. While EMV technology has already made a move into the market, payments are consistently heading toward Near Field Communication (NFC) and changing the way consumers use money across the board. Meanwhile, non-financial disrupters, such as Facebook, PayPal, Amazon and Square, are strengthening their presence, leaving credit unions with the need to assess which options to include in their product mix.

LEVERAGING DIGITAL BANKING.

Consumers of all ages, backgrounds, geographies and income brackets revolve around screens, and a flawless, value-packed digital experience is expected from every digital platform encountered. In order to attract and engage members, credit unions need to raise the bar across their entire slate of digital products to create a personalized, intelligently integrated experience for members that delivers the speed and efficiency consumers today expect.

PURSUING THE CU SOCIAL MISSION.

The values consumers themselves hold is increasingly a determiner of buying decisions for the modern consumer. As evidence of positive social values, credit unions need to deepen their involvement in the local communities, looking for opportunities to display the credit union philosophy of "people helping people" and reaching beyond the member base to establish a larger presence in the community.



Kimber Crapo

CLIENT SUPPORT SPECIALIST

Kimber joined CUAdvantage on April 10, 2017. Born and raised in Saginaw, Kimber graduated from Western Michigan University with a Print and Graphic Communication Degree. She has been in the print industry since graduating in 2011 and is happy to have found a work home with the CUAdvantage family!

Kimber's favorite thing to do is spend time with her 5-year-old son, Braylon, and her 2-year-old nephew, Kason. Together, they enjoy playing board games/cards, swimming, bowling, going to the zoo, spending time with their family, and watching movies together. Kimber has three sisters, who are also her best friends, Kristy, Carmen, and her identical twin, Karen. She and her sisters enjoy traveling and spending as much time together as possible.

Introducing Our newest staff members!

Brittney Coney

CLIENT SUPPORT SPECIALIST

Brittney joined CUAdvantage on April 17, 2017. She graduated Cumma Sum Laude from SVSU, where she earned a Bachelor of Science Degree. Brittney is married to her high school sweetheart, Ryan, has a daughter named Lily, and an Irish Terrier named Claire. Her favorite movie is Grumpier Old Men, of which she says, "Every line is a winner!" In her spare time, Brittney loves to read – her favorite genre being murder mysteries. She also loves to cook and eat, and wishes bread had zero calories!



International Credit Union Day
OCTOBER 19, 2017
 Theme: "Dreams Thrive Here"

DREAMS Thrive HERE

INTERNATIONAL CREDIT UNION DAY



Tips for Smart (and Safe) Online Credit Card Use

Dreams Big or Small, We've Got Loans for Them All!



- Auto Loans
- RV & Boat Loans
- Personal Loans
- Home Equity Loans
- Mortgages
- Other _____

Add Some VROOM to Your Budget

- Low Rates
- Convenient Terms
- No payments for _____ days

HOLIDAY HELP IS ON THE WAY

- **Credit Union Credit Card:** Power Shop Your Way Through the Holidays
- **Holiday Loan:** A Small Loan for the "Big Toys"
- **VISA Gift Cards:** The Best Gifts Come in Small (Plastic!) Packages
- **Holiday Skip-A-Pay:** Skip a Payment and Hop to the Shops
- **Holiday Savings Account:** Funds Disbursement Information

Need your Privacy Policy printed this quarter?

Let us know!



CLOSED
for
HOLIDAYS

Order your
2018
Holiday Closing Posters

STANDARD SIZE: 8.5" x 11"
(portrait or landscape)

PRICE: \$5.00 each

Other sizes with pricing are available. Add closing hours and customize the dates as you need. Please contact your CUAdvantage representative for more information.

HELPFUL REMINDERS



- A Happy Holiday Greeting to your members
- Daylight Saving Time ends Sunday, November 5th at 2:00 AM
- **HOLIDAY CLOSINGS**
 - **Columbus Day** – Monday, October 9
 - **Veterans Day** – Friday, November 10
 - **Thanksgiving Day** – Thursday, November 23
 - **Day After Thanksgiving** – Friday, November 24
 - **Christmas Day** – Monday, December 25
 - **New Year's Day** – Monday, January 1, 2018

Want to see the Youth Newsletter Ideas?

Visit our website at www.cuadvantage.com or our Facebook page www.facebook.com/CUAdvantageMS.

Or, scan the QR code to the right with your smartphone to download a pdf now!



Styled for
youth

October 2017 QUARTERLY IDEA SHEET

cuadvantage.com
bigideas@cuadvantage.com

INTERNATIONAL CREDIT UNION DAY
 OCTOBER 19, 2017
 Theme: "Dreams Thrive Here"

DREAMS Thrive HERE

Kids
Make BIG Dreams
 Then See How We Can Help!
 Savings accounts now and loans

Teens
Dream BIG
 with Your Credit Union by Your Side
 Checking and savings accounts, auto loans

DREAM BIG



CUADVANTAGE
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- Newsletters
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- Marketing Plans

Printing
Display
Modern



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CUAdvantage Marketing Solutions is a full-service marketing company specializing in the credit union industry. We are experienced in providing exceptional customer service and creating custom-designed marketing materials. Our graphic designers pride themselves in creating new and innovative pieces, while our copywriting puts your ideas to work. If you have an idea that you'd like to bring to life, give us a call or send us an email.



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