

Client Need: Increase credit union membership.

Campaign Focus: Drawing from the Client's core values and the idea that a financial institution plays an essential role in significant life events, we developed a new branding tagline and marketing slogan: "For All Life's Moments... You Belong With Us". From Savings Accounts and Auto Loans to Homeownership, Business Lending and more, the credit union helps members achieve their goals.

Results: The campaign has drawn notable praise from leading industry groups and individuals. Since launching this rebranding strategy, the Client has reported a measurable increase in both engagement and new member acquisition.