

lobby campaign

Q1: JANUARY, FEBRUARY, MARCH

CAMPAIGN STRATEGY

This campaign seeks to promote products and services that may be a timely fit for members to assist with their finances and/or seasonal needs. The messaging is diversified to attract new members and/or members who choose to make Allegacy their PRIMARY Financial Institution with SmartRate Checking. We also want to support deepening relationships across the credit union by reminding members of the Allegacy Investment Group. The tonality of the headlines optimizes the “new year” mindset.

PRIMARY MESSAGE || AUTO LOANS

Shift into a new gear.

Auto Loan rates as low as 2.64% APR.

See full disclosure on printed pieces. This message will be featured on posters, exterior banners, floor vinyl, handbacks/wooden accessory takeaways and digital signage.

BENEFIT STATEMENTS

- **SAVES YOU MONEY** with 100% financing and flexible terms, plus there are two ways to earn rate discounts – purchasing through CUABS and using AutoPay.
- **GET PEACE OF MIND** with payment protection.

SECONDARY MESSAGE || SMARTRATE CHECKING

Earn 8x the national average.

SmartRate Checking: Premium Dividends up to 0.50% APY

See full disclosure on printed pieces. This message will be featured on posters, exterior banners, drive through banner, door vinyl and digital signage.

- **SAVES YOU MONEY** with no monthly fee, minimum balance, or check-writing fees
- **Free digital services** like WebBanking, Mobile App also **SAVE YOU TIME**

TERTIARY MESSAGE || INVESTMENT GROUP

Set your course with the right plan.

Talk with us about how a little planning today can be the start of a bigger, brighter future.

See full disclosure on printed pieces. This message will be featured on poster and banners.

A qualified referral must meet the following criteria:

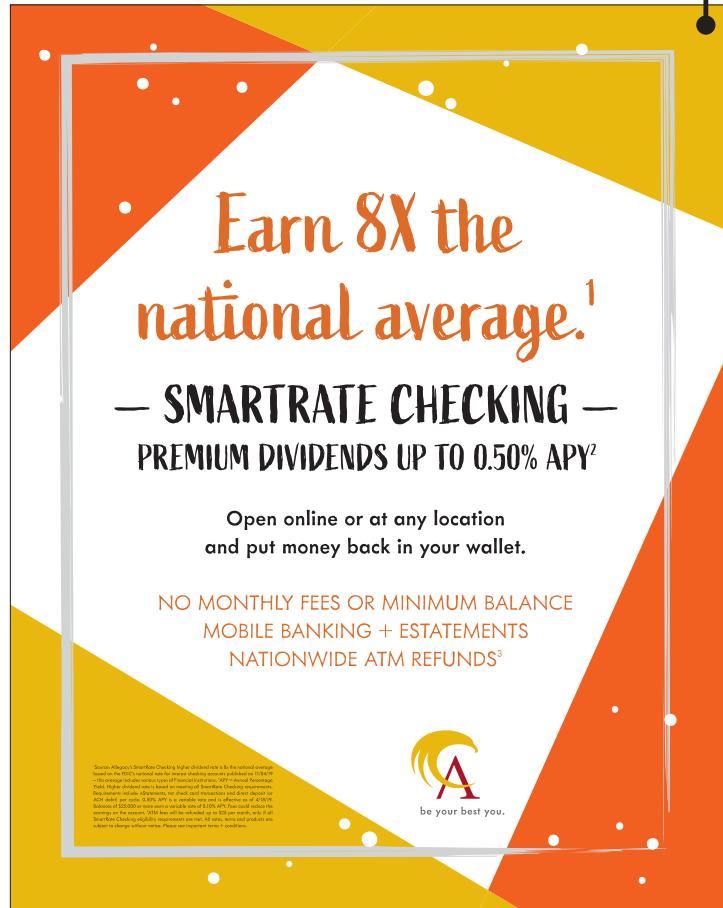
1. A member with money to invest
2. Who is interested in meeting with an Advisor and
3. Willing to set and keep an appointment with an Advisor

SMALL POSTERS

(SENT TO SELECT EMPLOYEE GROUPS) 8.5 x 11"



LARGE POSTER 22 x 28"



LARGE POSTER 22 x 28"



SMALL POSTERS

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WOODEN ACCESSORY holds small takeaway with back facing out, as shown



Wooden Accessories are being distributed as part of the branch prototype builds and renovations.

WOODEN ACCESSORY
TWO-SIDED TAKEAWAY



TABLE TOPPER holds Hand Back with back facing out, as shown

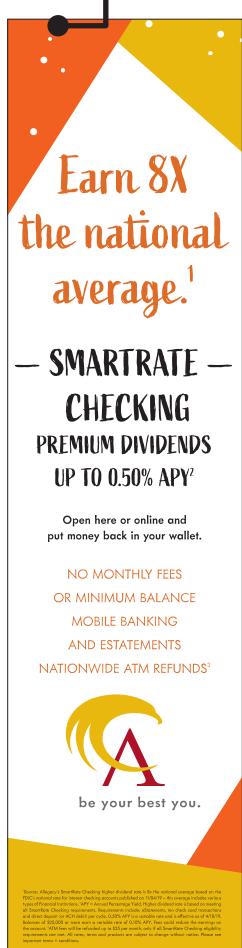
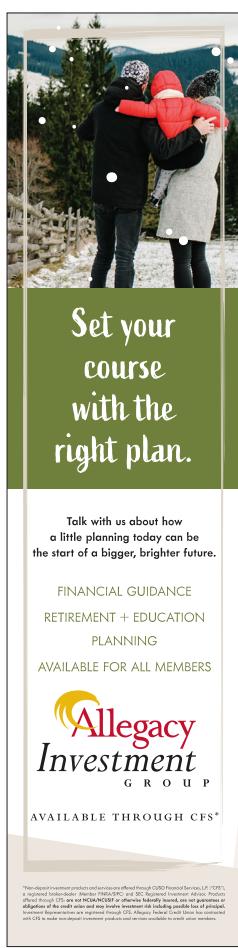
BANNERS interior and exterior



XMAN BANNER



DRIVE THRU BANNERS



BANNERS interior and exterior

