



Product Launch

The background of the top section is a dark blue gradient. On the left, there is a stylized green logo consisting of three horizontal bars and a dollar sign inside a circle. To the right, the text 'Sharefax' is written in a large, white, sans-serif font, and 'Early Access' is written below it in a smaller, green, sans-serif font. At the bottom, there is a faint illustration of a group of people in a meeting, with one person holding a large blue dollar sign. A dark blue rectangular box is overlaid on the left side of the image, containing white text.

Credit union introduces new product that offers access to money 2 days early

Get your money up to 2 days early!

OBJECTIVES

Sharefax Credit Union wanted to stay competitive in the market with early pay offerings for its members. The management team created a product that allowed early ACH deposits of not just paychecks but all ACH deposits including retirement, social security, tax refunds, etc.

CAMPAIGN

The marketing team met with the payments department to discuss how to launch the product. They researched and brainstormed coming up with the name "Early Access".

Marketing developed the logo, imaging, and messaging to support the new product. The marketing strategy included internal communications to staff and existing members as well as an external campaign to the community.

A media campaign was launched with radio, TV, digital marketing, email marketing, and social media ads.



Early Access was a major project for the credit union. It's unique brand proposition set it apart from the competitors and offered a great marketing message. Working collaboratively with the payments department to create this project was a great professional experience."

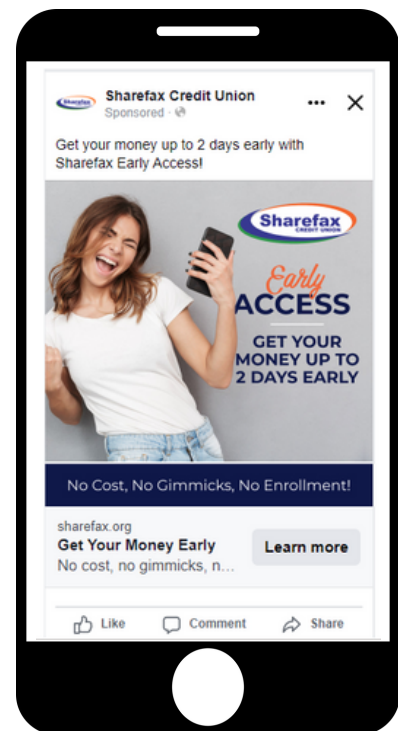
Raye Kimberlin
Sharefax Credit Union

Advertising Campaign

TV Ad



:30 Radio Ad

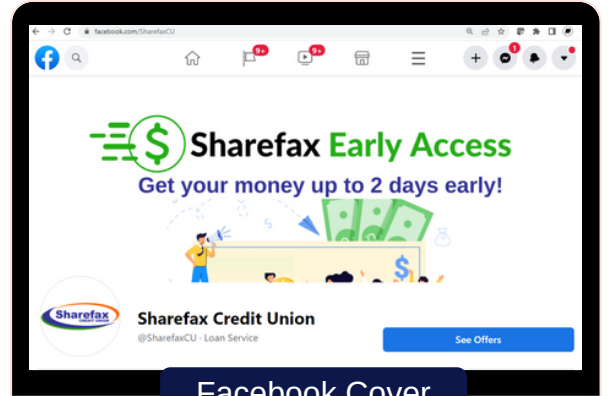


Social Media Ad

Campaign Marketing



Sandwich Board Sign



Facebook Cover



Branch TV Monitors



Social Media Post



ATM Ad



Staff T-shirt