



GET CASH WIN CASH

ON CONSUMER LOANS

Ask Us How



SIoux FALLS FEDERAL CREDIT UNION

Yearlong Product Promotion



THE CHALLENGE

Sioux Falls Federal Credit Union (SFFCU) set high goals every year for its product promotions but wasn't always able to meet them. Previous mortgage campaigns had been static in adjusting to market conditions, past auto loan promos had struggled to combat the momentum toward lot-financed lending and credit cards hadn't always mustered the desired influx of membership.



THE GOAL

Significantly improve on year-prior mortgage and home-equity loan volume during peak season. Improve on a stagnant in-house auto-lending trend. And gain a fresh crop of new members through credit card applications.

THE IDEA

The peak-season promotion utilized the Sioux Falls Federal Credit Union (SFFCU) yearlong campaign's "Now is the Time. This is the Place." messaging strategy to appeal to first-time homebuyers and families. The promotion itself carried a "House Shopping? Act Fast. We Do." tagline to connect with homebuyers in the thick of the house search.

As for the auto loan campaign, in order to combat the idea that getting a loan on the lot is the only way to go, we utilized a "60 Days No Interest, 90 Days no Payments" value statement to encourage buyers to consider a wiser financial choice by getting preapproved.

Finally, the credit card campaign capitalized on the holiday shopping season by offering up interest-free financing for a full year on purchases made during the promotion period—the tagline "0% Interest, 0% Bummed" played to the idea of a stress-free holiday season, which is not always an easy feat.



VIEW RESULTS



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THE RESULTS

FROM YEAR PRIOR...

- Home-equity loan volume grew more than 31%
- Recreational auto loan volume grew more than 60%
- Number of rec auto loans closed grew more than 76%
- Credit card balance transfers grew 270%
- Credit card balance transfer volume grew 609%
- Campaigns garnered Davey Awards, Telly Awards and CUNA Diamond Awards



Epicosity, headquartered in Sioux Falls, South Dakota, is a full service marketing agency specializing in branding, advertising, web development, public relations, video production and social media with expertise in the shooting, hunting and outdoor industry, education, healthcare, agriculture, financial and manufacturing.

LET'S TALK!

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