

# CAR LOANS FROM ANY DEVICE



## VOYAGE FEDERAL CREDIT UNION

Branding



### THE CHALLENGE

Voyage Federal Credit Union was facing heavy competition in Sioux Falls that made it difficult to stand out. Setting itself apart was key to building on its existing client base.



### THE GOAL

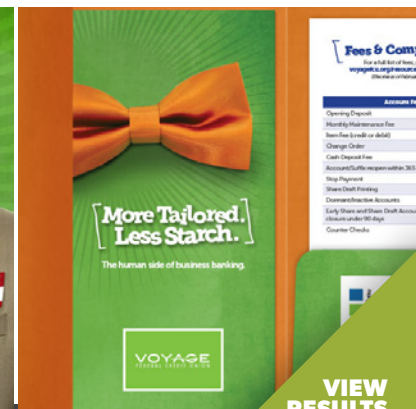
Grow overall membership, increase operating efficiency and increase overall assets and loan volume. Be seen as a socially responsible company that donates both money and time to the community and lives out the credit union mission to serve the underserved.



### THE IDEA

Campaigns have seen Voyage through a shift in look and feel, as well as a website redesign, mobile app, "going green" initiative and "75 Days of Giving" community-service project. The rebrand aimed to depict Voyage as community-focused to set it apart – Voyage approaches banking in a different way than the competition does.

Playing off of Voyage's overarching namesake, the "Because every journey is different" messaging was developed. Epicosity additionally consulted on implementing a Habitat for Humanity campaign that's in its third year, touting the messaging "Every house dreams of being a home."



VIEW RESULTS



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## THE RESULTS

**Achieved \$2.8 million in auto loan volume in 30-day campaign via non-traditional approaches in high-traffic areas, surpassing \$2.25 million benchmark**

- "75 Days of Giving" campaign yielded a Dora Maxwell Social Responsibility Community Service Award from the Credit Union National Association
- Habitat for Humanity campaign yielded a Construction Volunteer of the Year Award from the organization
- Since partnering with Voyage, membership has grown by 3.3%
- Mobile app downloads surpassed a first-year 1,000-download goal within first six months, prompting new goal of 5,000
- Campaigns have garnered Telly Awards, MarCom Awards and Addy Awards
- Established Facebook presence, grew fanbase to more than 1,300 in two years



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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