

EPICOSITY HELPS CREDIT UNION INCREASE RECREATIONAL AUTO LOANS BY 76% AND CREDIT CARD BALANCE TRANSFERS BY 609%

Sioux Falls Federal Credit Union "Now Is the Time" Campaign



THE CHALLENGE

Sioux Falls Federal Credit Union (SFFCU) need to stand out in a highly competitive market. Previous mortgage and credit card membership campaigns remained static, while auto loans struggled in the face of dealer-financed lending on the lots.



THE GOAL

Increase top-of-mind awareness + increase auto, mortgage and home-equity loan volume + increase new credit card members and balance transfers.



THE IDEA

Big goals call for a big strategy – and we delivered with "Now is the Time. This is the Place." Armed with a strong call-to-action, the multimedia campaign rolled out all year round with multiple TV, radio, outdoor, social and digital efforts. Messaging capitalized on peak-season promotional offers, as well as showcasing SFFCU's unique ability to make local lending decisions quickly. The credit card promotion stressed interest-free holiday shopping with "0% Interest, 0% Bummed."

THE RESULTS

Talk about success! In addition to winning multiple creative awards, SFFCU saw significant increases over the previous year:

- Credit card balance transfer volume increased 609%
- Recreational auto loan volume increased 76%
- Home-equity loans increased 31%

