

# EPICOSITY HELPS DRIVE \$2.8 MILLION IN AUTO LOAN VOLUME DURING SINGLE, 30-DAY CAMPAIGN

Voyage Federal Credit Union Rebrand + Promotional Strategy



## THE CHALLENGE

Facing heavy competition in the Sioux Falls area, Voyage Federal Credit Union needed a fresh brand voice and strategic promotional strategy to build on its existing member base.



## THE GOAL

Grow overall membership + increase overall assets and loan volume.



## THE IDEA

With a name like "Voyage," it's all about going places – and that's exactly what we did. The "Every journey is different" campaign set Voyage apart with everything from a new website and mobile app to multiple TV, radio, outdoor, direct mail, building graphics and digital/social efforts. Strategic promotions rolled out throughout the year, including a wildly successful "Take A Spin" auto loan campaign.



## THE RESULTS

- "Take A Spin" auto loan promotion drove \$2.8 million volume during a single, 30-day campaign (leaving the previous \$2.25 million benchmark in the dust)
- Mobile app downloads surpassed a first-year 1,000-download goal within first six months
- Facebook fans grew from 0 to over 1,300 in 2 years
- Memberships increased by 3.3% (and growing) since the rebrand

