

## MEREDITH ST. LOUIS STUDY:

# Giving Back to the Community: How Scott Credit Union and Meredith St. Louis Used The Surprise Squad to Uplift the Locals

**THE PROBLEM:**

Scott Credit Union, a long operating business in Illinois, had decided to cross the river and open branches in Missouri. This meant that they needed to raise awareness of the fact that they were now local to the area. Scott Credit Union wanted to do this in a way that would brand themselves as a true member of the community rather than just another remotely-operated set of locations owned by a distant business.

Scott Credit Union didn't just want to let people know that they existed, they wanted to stand out above all of the competition. Rather than simply advertising their services or rates, Scott Credit Union wanted to accomplish this in a "very positive" way.

"We had just started building a branch footprint with presence in the St. Louis market on the Missouri side, so building brand awareness was key, but building it in a very positive way was important to us. And building it the right way," said Adam Koishor, the chief marketing officer of Scott Credit Union.

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**THE PROCESS:**

After looking at the options, Scott Credit Union decided to go with Meredith St. Louis. "When looking for a media partner, find a company that aligns with your mission and has synergy with your business, and in this case, it was Meredith St. Louis," noted Mr. Koishor.

Once Scott Credit Union made its goals and desires known, Meredith St. Louis realized that a program called the Surprise Squad would be a perfect fit. This program involves presenting someone in the community that is in need of a "surprise" that fits their situation. In one episode, which was spurred by a suggestion from a Scott Credit Union employee, a paralyzed high school football coach was presented with an award, a special day, and finally the biggest surprise of all – a donated handicap-accessible van. This and similar episodes branded Scott Credit Union as a company that does good in the community, and of course, greatly increased overall positive brand awareness.

Throughout the development and operational processes, Meredith St. Louis included several Scott Credit Union department heads in its meetings and presentations. This showed Meredith St. Louis' commitment to making the arrangement a partnership, and to ensuring that the Surprise Squad would be a long-term program.

Scott Credit Union found that one of the biggest benefits of working with Meredith St. Louis was that the station understood their wants and needs, and was on board with their overall goals rather than focusing only on metrics like sales. "Our experience with Meredith St. Louis has been great. It's been a great relationship and a great partnership. It's about the people for them, not just all about sales. For them, it's really about the partnership and them making sure that it's a win-win for everyone," said Mr. Koishor.



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## THE SOLUTION:

After the Surprise Squad was implemented, all of Scott Credit Union's goals were met. The initiative let Scott Credit Union own a station asset that provided plenty of local awareness while highlighting the good that they did for the community. This expanded their reach, and as originally desired, allowed them to stand above their competition in a good and unique way.

"The one big thing that we're seeing is reach, especially social media reach, so it just helps us be seen by a wider audience. More people are aware of us in a positive way. Not only does KMOV's social media help with the increase, but we're able to share those posts and be a part of that reach and that has really increased our brand awareness in the St. Louis market," Mr. Koishor explained. "It's fairly early in the partnership, but I've already seen it grow, and I'm fairly confident that it will continue to grow."

Scott Credit Union's expansion into the St. Louis market was successful, but because of the help of Meredith St. Louis and their team, they were able to see more measurable results. This ongoing marketing campaign has allowed Scott Credit Union to create a positive brand image in the St. Louis community through localized advertising and cause marketing events such as the Surprise Squad.

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