

Money for Life

Direct Mail Series: Pacific Service Credit Union

> Situation

Pacific Service Credit Union, which provides products tailored to young adults ages 16 to 23 years old, wanted to:

- Increase account penetration among existing young adult members.
- Educate young adults and provide the resources they need to make smart financial decisions.
- Establish long-term relationships with youth members.

> Solution

Subcat developed a comprehensive direct marketing campaign targeting existing young adult members. We:

- Positioned the theme “Money for Life” to illustrate how credit union products and services are an integral part of youth lifestyle, matching life events with relevant products.
- Created a “cork board” theme with photos and random stuff relating to life in your early twenties (concert ticket stubs, movie stubs, etc.)
- Spoke in a language that was casual and even humorous at times. We wanted to show our audience that talking about money doesn’t have to be serious and boring.
- Tested our creative execution through a Youth Advisory Board review, and then made recommended adjustments to build youth credibility.

> Results

Efforts helped the credit union reach more than \$708,000 in savings and loans dollars, surpassing their marketing goal by 71%.

