

NATIONAL CONFERENCE OF STATE LEGISLATURES

Legislators Can't Miss Credit Unions at NCSL

Credit unions took center stage in Denver, CO as thousands of state legislators from across the nation traveled to the Mile High City for the National Conference of State Legislatures (NCSL) Summit held Aug. 1-4.

With the support of our member credit unions, GoWest Credit Union Association took the lead on a digital advertising campaign that legislators noticed from the time they arrived for the Summit, until they left.



INFORMATION

WELCOME STATE LEGISLATORS
Credit unions
serve 133 million of
your constituents.

NCSL BOOTH 1037



THE STRATEGY

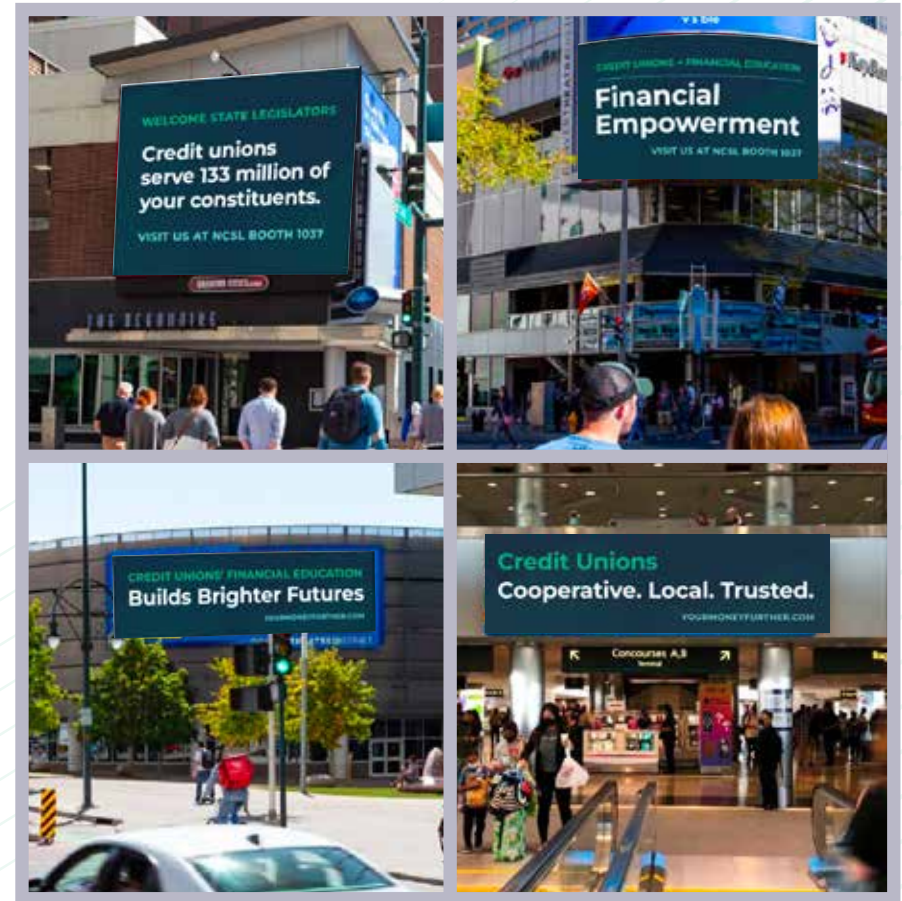


Proactive, positive messaging to legislators positions credit unions long before legislatures are in session.

The bold advertising campaign could be seen from touchdown to takeoff with strategically located ads in and around Denver International Airport, the busy downtown Denver area closest to the convention center, and inside the convention center itself.

A simple, yet powerful message permeated the ads. Tell legislators that America's Credit Unions serve 133 million of their constituents. This was complemented with consumer-friendly marketing reflecting credit unions' mission of financial well-being for all.

The two-fold approach to messaging pointed conference attendees to the America's Credit Unions booth, and consumers to yourmoneyfurther.com.



DENVER INTERNATIONAL AIRPORT

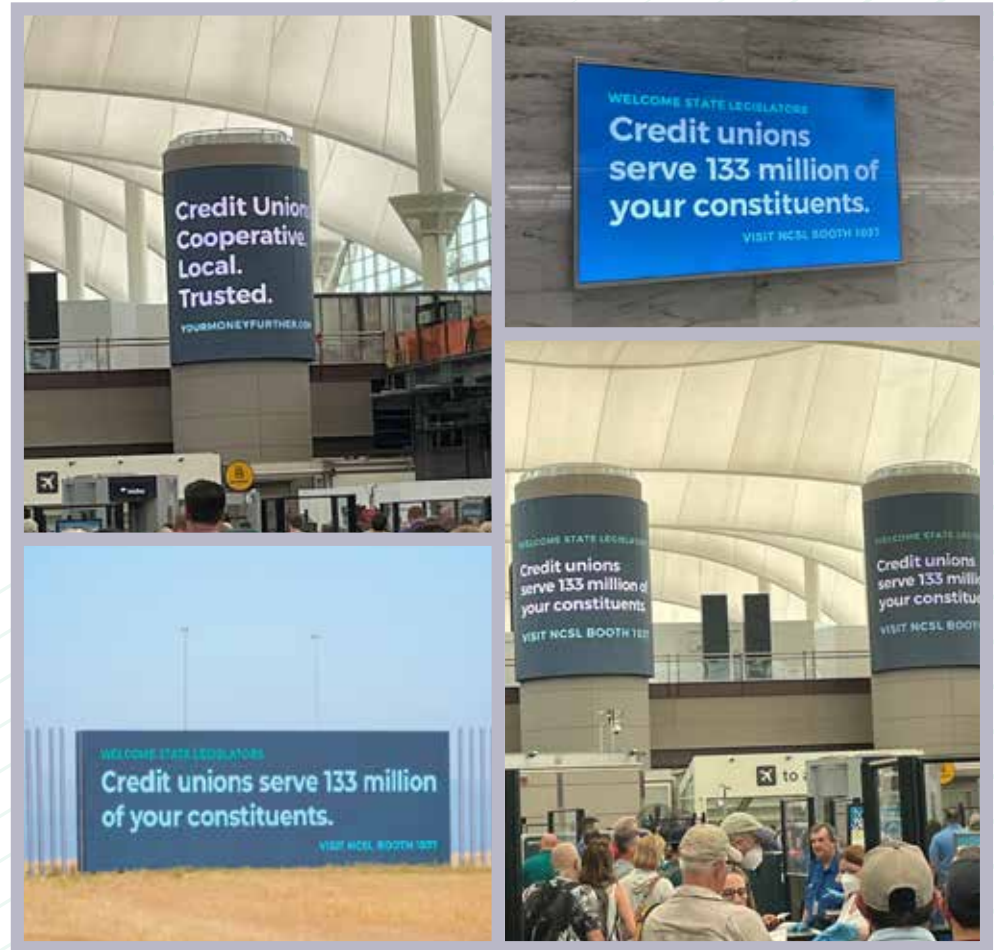


The airport sees nearly 200,000 travelers per day and the credit union message blanketed all terminals, baggage claim, security, and outside on Peña Boulevard as travelers arrived and departed the property.

It is estimated that the airport advertising alone reached 2.7 million travelers.



DIGITAL BOARDS LOCATIONS ENTERING AND EXITING THE AIRPORT





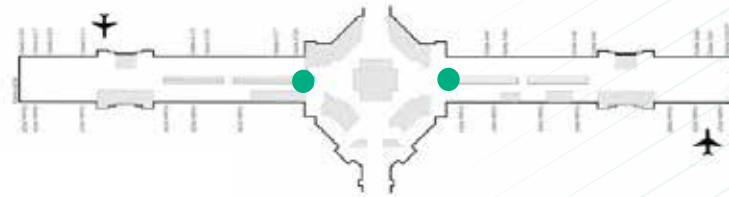
AIRPORT DIGITAL SIGN FOOTPRINT



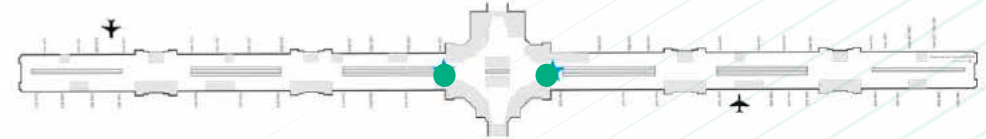
BAG CLAIM DIGITAL VIDEO SIGNS



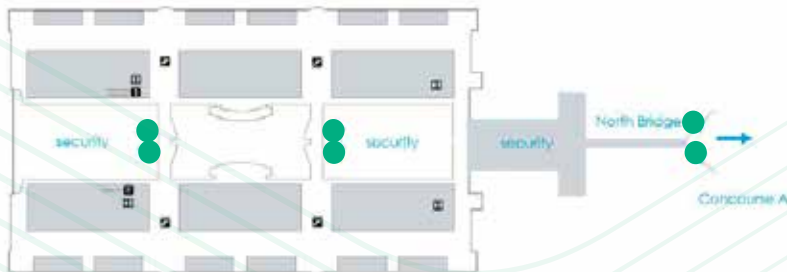
CONCOURSE A VIDEO WALLS



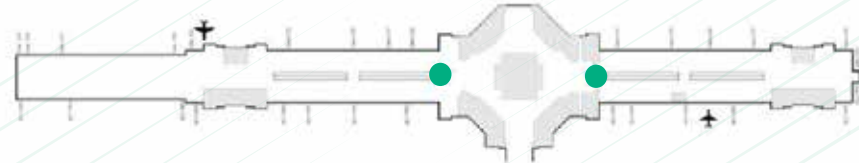
CONCOURSE B VIDEO WALLS



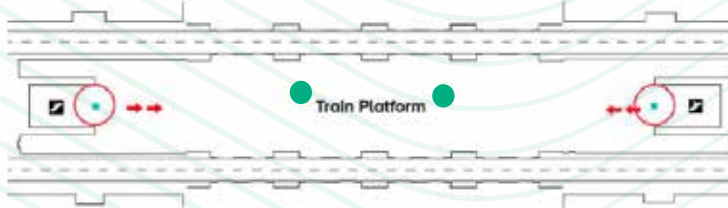
GREAT HALL VIDEO SIGNS ON COLUMNS



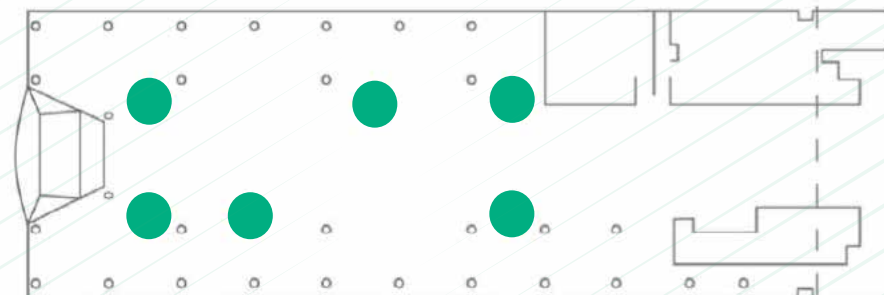
CONCOURSE C VIDEO WALLS



TRAIN STATION VIDEO SIGNS



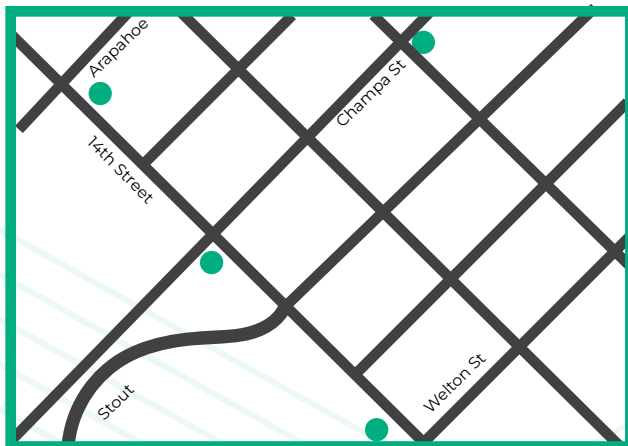
VERTICAL DIGITAL SIGNS



DOWNTOWN DENVER



Downtown, digital ads in four key locations targeted convention attendees as they made their way to the Convention Center from hotels, entered the Convention Center itself, and as they explored the popular 16th Street Mall. The massive digital ads were prominent and clearly delivered the credit union message.



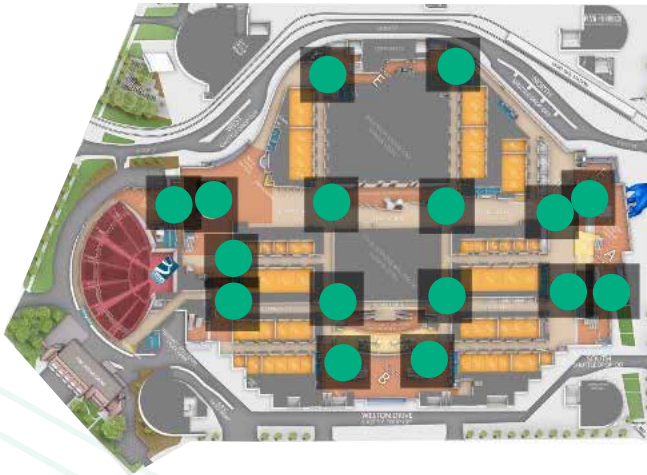
The :15 second ads played three times every five minutes, for a total of nearly 21,000 placements.



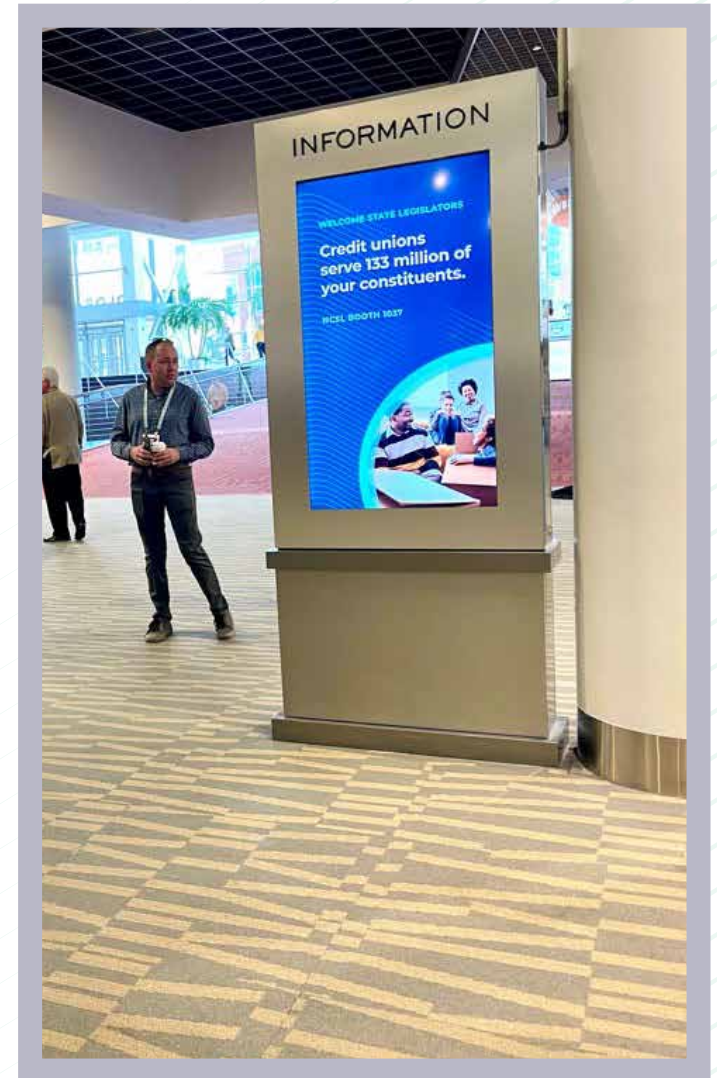
DENVER CONVENTION CENTER



Inside the Convention Center, 17 55" digital displays featured the credit union message specifically targeted for attendees.



These :10 messages ran 30 times per hour, for a total of five advertising minutes per hour.



Advocacy is the primary strategic priority of GoWest Credit Union Association.

The bold strategy employed at NCSL of proactively sharing positive messaging with policymakers such as legislators, positions credit unions for success.

