

CO-OP Ad Lab.

Click. You've just built your marketing campaign.

Make every product a more successful product. CO-OP Ad Lab helps you support your CO-OP products and services, from launch through member adoption, with a full suite of engaging and fully customizable marketing materials. Choose, customize and download ready-made marketing campaigns, as well as insightful marketing guides with strategies to properly roll out each product. It's another value-added way we help you help your members.

What's in it for you

- Save time and marketing resources. CO-OP has done the market research, strategic and creative thinking, to provide you with a full range of engaging and effective marketing communications pieces.
- Grow membership and revenue. Ad Lab helps highlight tools and services around the basic checking account, helping you increase transactions and usage as well as attract new members.
- Build member loyalty and retention. Ad Lab communications build confidence among your existing members, helping you become the financial institution of choice in your market.
- Attract a new generation of members with smart marketing campaigns raising awareness of innovative new products and services.

What's in it

- Useful strategy guides to help you roll out and support each consumer-facing product, including best practices for campaign launch.
- Campaign driven consumer marketing components in a range of media and formats: Interactive and print direct marketing materials, in-branch material templates, and social media and editorial copy.
- All materials are free to download and customize with your credit union logo.
- Plus, two special programs to make Ad Lab work even harder for you
 - CO-OP Preferred: our fully managed option for select Ad Lab campaigns. You simply let us know you're interested – we customize the artwork, print, mail, fulfill orders and provide reporting.
 - CO-OP Ad Partnership: subsidizing 50% of the printing costs for your Ad Lab marketing materials, as a special incentive to our valued credit union partners.*

To get your next marketing initiative up and running, and receive your 50% subsidy, visit co-opfs.org/AdLab.

*One 50% match per credit union per calendar year, up to \$1,500. Limited funds available and will be allocated on a first come, first served basis upon meeting the CO-OP Ad Partnership program criteria and receiving CO-OP Financial Services approval.

CO-OP Financial Services
9692 Haven Avenue
Rancho Cucamonga, CA 91730

CO-OPFS.ORG



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