

Minnesota's 2020 Awareness Initiative Results





OUR OBJECTIVE

Credit Union awareness is a digital marketing initiative designed to increase consumer consideration and grow industry market share by educating consumers and promoting the credit union difference.

THE RESEARCH

98%

Of consumers have heard of credit unions

75%

Of consumers surveyed would consider a credit union after viewing the campaign.

2

Consumer myths that block consideration are:
1) I can't join.
2) Accessing my money may be hard.

THE FACTS

Banks outspend credit unions

\$43 to \$1
in marketing.

Credit union market share has remained flat at

7% for more than 25 years.



**50%
2030**



CAMPAIGN GOALS

- + *Increased consumer consideration of credit unions*
- + *Increased opportunities for credit unions to **grow membership***
- + *Inceased consumer awareness on **access and how to join.***

THE CONSUMER JOURNEY

1

Consumers searching for financial needs online are identified.

2

Consumers are served digital ads promoting the value of credit unions.

3

Digital ads combined with your local promotions increase awareness and connect consumers to your credit union.



50%
2030

Recall Survey Dec. 2020

BETTER RATES

2019	2020
38.9%	41.8%

Provides Good Online Services

2019	2020
38.9%	41.8%



How likely in the future are you to JOIN a credit union?

2017	2019
Likely/Very Likely	Likely/Very Likely
41.8%	51.6%



2020
Likely/Very Likely
50%

Familiarity with Credit Unions (Very/Somewhat Familiar)

2017	67%
2019	63%
2020	77%

Minnesota
Membership
Growth
3.2%

Recall of 2020 Campaign

2019	2020
29%	34%

percent of the target audience recalled the 2020 campaign

Awareness 2020—Pivot and Adjust

Minnesota Credit Unions
Sponsored

We're in this together. Minnesota credit unions are invested in Minnesota. Credit unions have tools to help you and your family with financial issues related to the coronavirus pandemic.



MINNESOTA'S CREDIT UNIONS


OPEN FOR BUSINESS

MNCUN.ORG
Open for Business
Minnesota Credit Unions

[Learn More](#)

Minnesota Credit Unions
Sponsored

Minnesota Credit Unions have the tools to help you and your family with financial education and planning.



**CREDIT UNIONS: DEEP ROOTS
COMMUNITY TRUSTED**

MNCUN.ORG
Working for You
Join a Credit Union Today

[Learn More](#)

Minnesota Credit Unions
Sponsored

A credit union is a modern financial institution that's literally invested in its members. That's why a CU always has your best interest at heart. Find your local CU and discover a better way to money. #YourMoneyFurther

**AT A CREDIT UNION, EVERYTHING
GOES BACK TO OUR MEMBERS —**

THAT'S YOU.



**YM
-F**

MNCUN.ORG
Find a Credit Union Today.
Take Your Money Further

[Learn More](#)

ADAPTABILITY

- Q1 TRANSIT AND DIGITAL
- Q2 COVID PSA'S + CU WORKERS ON THE FRONT LINES
- Q3/Q4 LAUNCH OYE NEW DIGITAL

ADJUSTMENTS

- NO EVENTS
- ADDED OTT VIDEO Q3
- TRANSIT ADS EXTENDED WITH CONCESSIONS



**50%
2030**

2020 Digital Impressions and Engagement

38 MILLION IMPRESSIONS

Q1 DIGITAL

Impressions	5,300,000
YFM Sessions	16,000

Q2 COVID PSA'S + CU WORKERS ON THE FRONT LINES

Impressions	3,700,000
YMF Sessions	5,300
Radio Impressions	10,000,000

Q3 LAUNCHED OYE NEW DIGITAL + OTT

Impressions:	13,516,303
Engagement	~913,400
YMF Sessions	27,000

Q4 OYE NEW DIGITAL + OTT

Impressions:	5 million
Engagement	~300,000
YMF Sessions	7,700



50%
2030

Transit Ad Impressions





2020 Total Impressions

OTT (STREAMING)	4,100,000
SOCIAL	15,000,000
BANNERS	9,000,000
RADIO	10,000,000
TRANSIT STATEWIDE	74,000,000
<hr/>	
TOTAL	~112,000,000

Growing our Digital Impact

	2017	2019	2020
IMPRESSIONS	20 MILLION	38 MILLION	38 MILLION
TRAFFIC TO YMF	17,000	67,000	100,000
CTR	.16	.4	.7
CPM	\$12.90	\$16.00	\$7.86



50%
2030

SOCIAL

**GEO PERFORMANCE:
MAY 1 – NOVEMBER 30**



DMA REGION - *STATIC*

	REACH	IMPRESSIONS
MINNEAPOLIS-ST. PAUL	467843	5429597
FARGO-VALLEY CITY	39296	511699
DULUTH-SUPERIOR	37888	419861
ROCHESTER-MASON CITY-AUSTIN	35456	397783
MANKATO	13696	232325
SIOUX FALLS(MITCHELL)	8704	138158
LA CROSSE-EAU CLAIRE	7040	107104
NON-DMA REGION	11648	32427

DMA REGION - *VIDEO*

	REACH	IMPRESSIONS
MINNEAPOLIS-ST. PAUL	306378	3816622
FARGO-VALLEY CITY	19457	280433
DULUTH-SUPERIOR	16833	239673
ROCHESTER-MASON CITY-AUSTIN	16257	235012
MANKATO	8064	126200
SIOUX FALLS(MITCHELL)	5504	79108
LA CROSSE-EAU CLAIRE	5120	61870
NON-DMA REGION	2560	11130

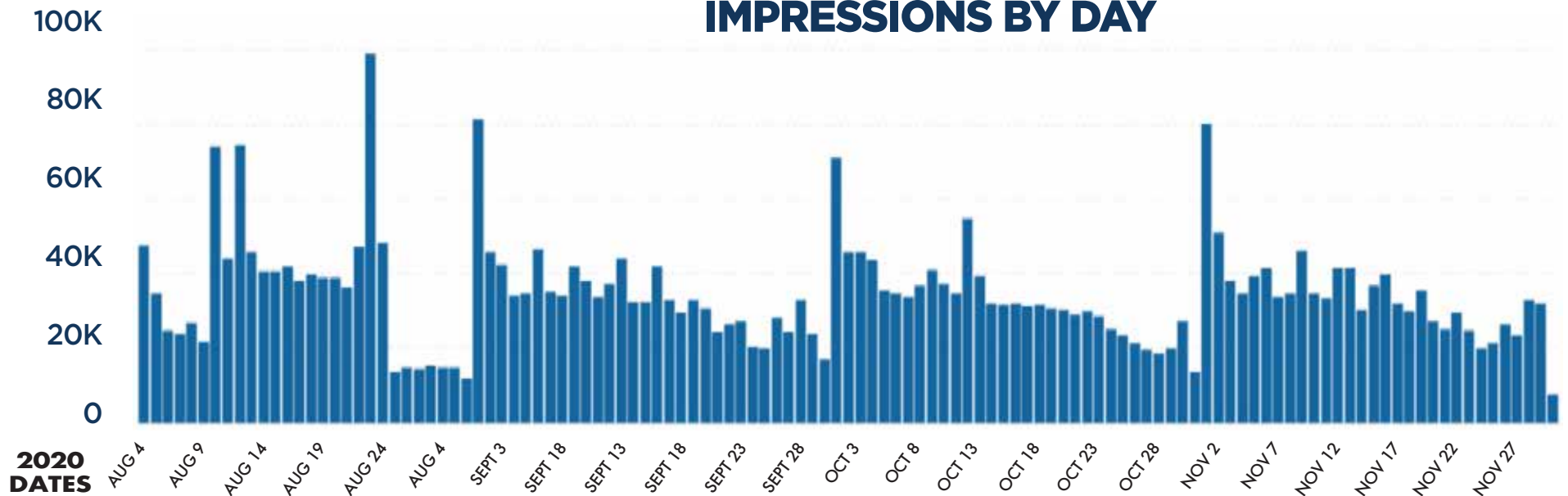
Over The Top Performance

**4,075,875
IMPRESSIONS**

**33,052
HOURS WATCHED**

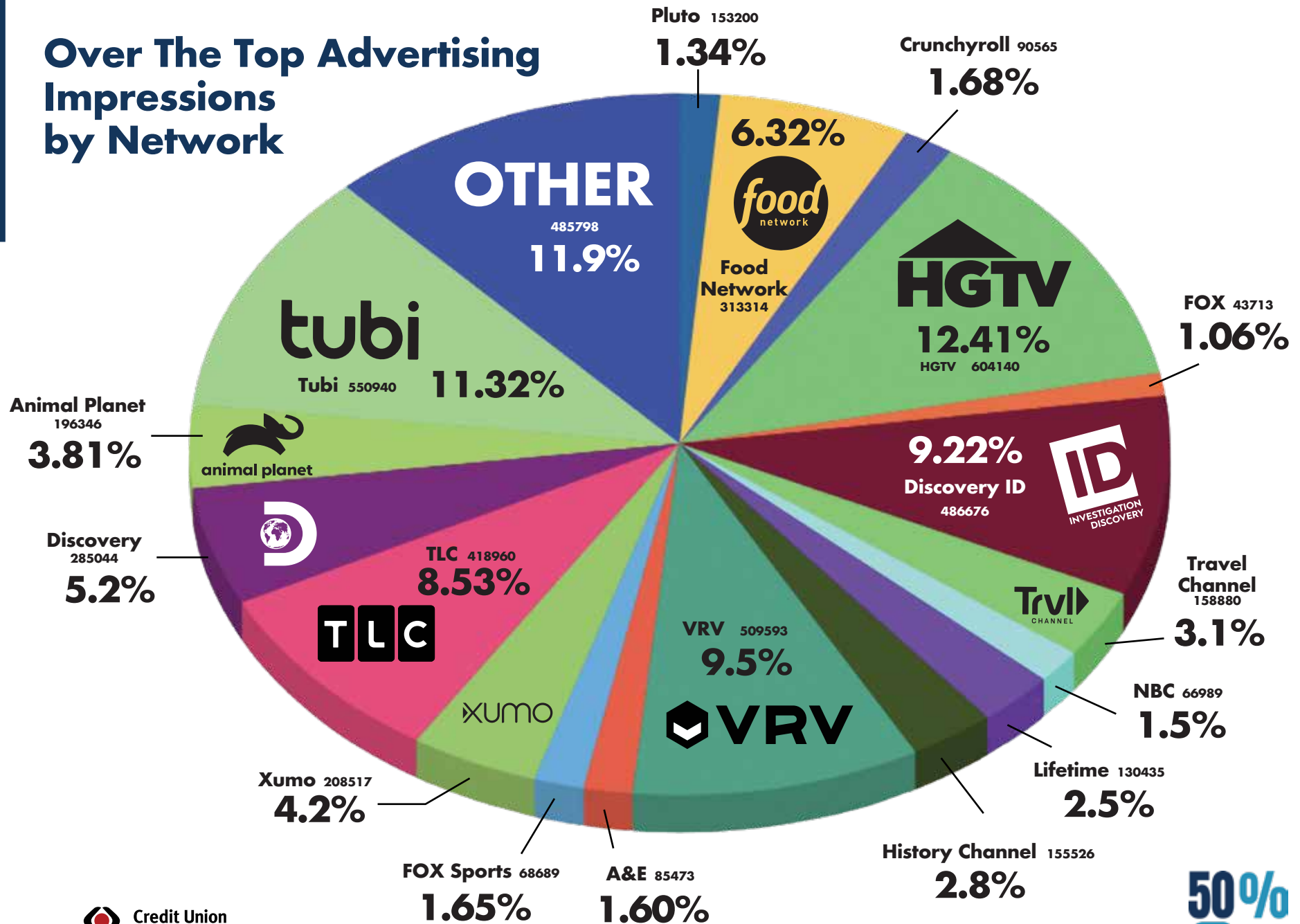
**97.31%
COMPLETION RATE**

IMPRESSIONS BY DAY



**50%
2030**

Over The Top Advertising Impressions by Network





Traffic to YourMoneyFurther.com

2019

SESSION	PAGE VIEWS	PAGES/ SESSION	AVERAGE TIME ON PAGE	BOUNCE RATE
70,996	148,555	2.09	00:00:34	8.48%



2020

SESSION	PAGE VIEWS	PAGES/ SESSION	AVERAGE TIME ON PAGE	BOUNCE RATE
54,076	127,575	2.36	00:00:28	7.00%



50%
2030



Get Involved



Learn more about the brand platform, research and Open Your Eyes program at awareness.creditunion (password: open-youreyes).



Download the Messaging Guide for marketing communications



Visit yourmoneyfurther.com to experience the consumer facing site



Financially support the Open Your Eyes to a Credit Union™ Awareness Initiative

Contributors have access to customized marketing resources and preferred placement on the locator



Engage with Your Money Further social media channels:

Facebook - Your Money Further
Instagram - [yourmoneyfurther](https://www.instagram.com/yourmoneyfurther)
Twitter - [@moneyfurther](https://twitter.com/moneyfurther)
[#openyoureyestoacreditunion](https://twitter.com/oneyoureyestoacreditunion)



50%
2030