

upshift

A brand image update helps CAFCU attract new members and bank on their success.

step away from the aspirin
 Healthcare...retirement... payroll... compliance.
 The last thing you need is another HR task on your plate.
 demands for an improved employee benefit
 staff. How? By strengthening your existing
 Corporate America Family Credit Union.
 tial well-being, we will tailor a financial b
 our employee group. We also host educati
 vide customized communications, and as
 tain the best talent.
 ed employee benefit that employees will e
 is card over.
 Your Business Development Officer for details.

hello again
 Corporate America Family Credit Union
 will help you meet your HR challenges.

zero cost
 little time
 no effort



we get it

On-Line Access, Loan by Phone, Direct Deposit...

could we make it any easier?

We get that you need 24/7 account access. That's why we offer a wide array of in-person, online and mobile banking options. These include DeposZip®, Open Transfer, Loan-by-Phone and online Bill Pay. Not a member yet? Call 1-800-359-1939.

- 24/7 Account Access, online or by phone.
- Direct Deposit so you can avoid long lines on payday.
- Nationwide Branch Network in 12 states across the U.S.
- Online Services include Online bill pay, loan applications and loan by phone.
- Over 20,000 Surcharge-Free ATMs - more than most banks.
- Shared Branching with more than 1,400 locations worldwide.



service. value. convenience. we get it.

January 29, 2010, 11:00 am - 1:00 pm

Representatives will be on-site to answer questions and enroll new members.



we get it

challenge

Corporate America Family Credit Union was founded in 1939 by 15 employees of Automatic Electric Co.; each deposited \$5 into the Automatic Credit Union. Automatic Electric Co. was later purchased by GTE Corporation and the credit union changed its name to GTE Employees Federal Credit Union. In the 1980s and 90s, CAFCU revised its name and identity again.

All of these changes over the years left their brand image fragmented, with a mish mash of styles and messaging.

solution

Because of our extensive experience in the financial services industry, UpShift was hired to provide ongoing brand image consultation. Without modifying the name or logo, we've worked with CAFCU to update and unify all branded communications.

To help them attract members, we are creating sales materials that are pitched to human resources professionals at Fortune 500 firms. We are also consulting on their web site to provide ways to update the experience and meet emerging technologies.

results

The new marketing materials we launched have been a hit with CAFCU employees, members and new business targets. We are helping them build relationships with their existing employer groups, as well as make in-roads with key points of contact at Fortune 500 firms.

industry

- financial services
- credit unions

deliverables

- brand identity
- marketing collateral
- web site design
- sales collateral