

Elevate Your Credit Union with Media Planning and Placement

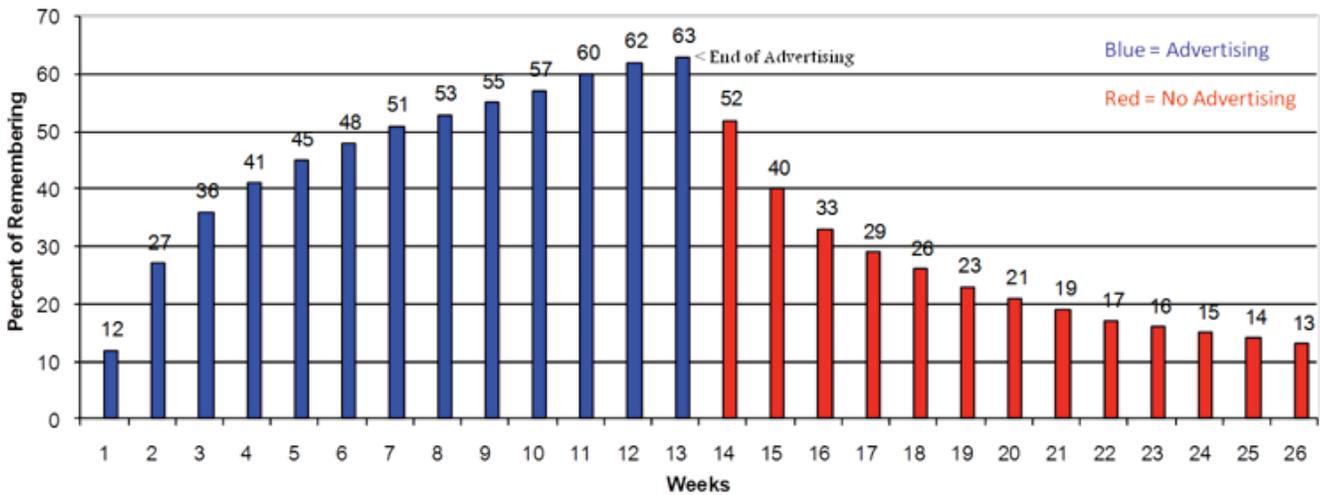
Digital media is surprisingly affordable and has more reach than any other media type in the US, including the internet. Television is the most powerful medium: Reaching around 80 percent of the population daily while radio reaches around 60 percent. Delivering your message with these two media types provides you with the opportunity to inform members and non-members about the benefits of your credit union or special rates and promotions.

To effectively integrate digital media as part of your annual marketing plan, MMSS has developed a strategic partnership with Pinstripes Media. This partnership combines Pinstripes Media's extensive media placement experience and MMSS' marketing plan integration and support. Allocating a portion of your marketing budget to utilize these dynamic forms of media means delivering your message to the right consumers on the most effective platforms.

The Power of Consistency

Effectively put your message in the minds of current and potential customers while generating the most impressions, within the market, for your budgetary investment. The following graph demonstrates the power of consistency and how regularly scheduled TV and radio spots can generate brand recall and buzz that will positively support your bottom line.

Remembering and Forgetting Advertising: Weekly Percent of Advertising Recall



TV and Radio Reach More Consumers Who are Potential New Members!



Television (network / cable) is the type of media that more people spend the most time with; it's visual, dynamic, engaging and the current quality of programming is the best it has ever been. Much of what feeds the content of social media is from television: sporting events, news, reality shows and unique series programming.

Radio advertising remains effective and provides the soundtrack to the consumer's day; while connecting them with local on-air personalities as well as local news, traffic, weather and breaking news. Consumers develop strong bonds with their favorite stations so you are able to leverage that bond and begin developing a brand relationship with that consumer by advertising on those stations.



The Benefits of Video Marketing

If a television schedule is not currently part of your media strategy, a video message can still be an integral part of growth and generating brand awareness. Send it out to members in an e-blast, embed it in a promotional e-newsletter or on your website, post in on your social media platforms, and play it on your in-branch video screens. It's a simple and effective way to put a face to your brand and set you apart from the competition.



Testimonials

Pinstripes Media's experience and level of customer service makes putting your brand out on the airwaves simple and effective.

"The creativity and diversity that Pinstripes Media brings to our media buys – across all media – has positively contributed to our growth in the Alexandria, VA and Harrisonburg, VA markets...Brian's insights and advice are very involved and well thought out based on his experience."

Ashley Baldeon / Marketing Manager

CommonWealth One Federal Credit Union / Alexandria, VA

"Having known and worked with Brian for about 12 years now, I am very confident in his media savvy and ability to deliver a media plan that effectively promotes our message. There's a reason I've stuck with him through the years; relationships along with experience really do make a big difference."

Glen Lazovick / Sr. VP of Sales and Business Development

Mid-Atlantic Federal Credit Union / Germantown, MD

"The Marketing Department at Velocity Community Credit Union has worked with Brian Hoek of Pinstripes Media, LLC, for several years now and has always been very pleased with both the service and the deliverables he has provided to us. Friendly and personable, he was able to quickly make positive relationships with media partners in our area, providing us with a great deal of value over the years."

Melanie Leever / Marketing Manager

Velocity Community Credit Union / West Palm Beach, FL



Contact us today to request samples of produced creative and to schedule your media consultation.

800-243-0171

