

CUES  
**GOLDEN MIRROR AWARDS**

**Both a paper copy and an electronic copy of your entry form and materials are required to assist with the presentation should you win.**

Category - Innovation

Title of Entry – Win with First Business PURL

CU Asset Size - \$160 Million

Total CU Membership - About 25,000

This entry is eligible for:

\_\_GMA Rookie of the Year

\_\_GMA Golden Shoestring

## 2010 Entry Form (copy as needed)

Credit Union **First Financial Federal Credit Union City Wall State NJ**

Credit Union Entrant name\* **Jessica Revoir** Title **Marketing Manager**

CU Entrant's Phone Number **(732) 312-1405** Ext. E-mail **jrevoir@firstffcu.com**

Agency/Design Firm (if applicable) **Source 4**

Agency Contact **Brian Cherry** Title **Account Manager**

E-mail **brian.cherry@source4.com**

In addition to the name of credit union, please list other information to be **included on the trophy** (i.e., name of marketer or department responsible for the project): **Marketing Department**

\*Winners will be notified via e-mail by July 23, 2010.

**Your electronic or handwritten signature grants CUES permission to display and distribute in any medium, all images of materials submitted in connection with the contest.**

**Signature** **Jessica C. Revoir**

### Winning entries will be displayed on [cues.org/gmas](http://cues.org/gmas)

- Include up to two pages of any additional information that will help the judges understand the context of your marketing effort and how the results were achieved.
- Please use this form. Handwritten forms will not be accepted.

### PLANNING (0-20 Points)

All entries must include the information requested below, including cost. Please be **CLEAR** and **CONCISE**.

**Costs and Quantity:** Total Direct Costs:

Placement/Distribution Costs (media or mailing):

Quantity: **About 7,000 pieces were distributed**

Production Costs (writing, design, printing, recording, editing, etc.): **\$5,490.87**

### RESULTS (0-40 Points)

Requested for all categories and required for designated categories. Results assist the judges even when not required. Please submit only actual results.

Formulas below must be used.

If alternate information was used or you deem helpful for the judges, please check here:  **additional results information attached.**

**Results are for:**  This piece/entry only  Entire campaign

**Last Year\*** \$ or # of

**Marketing Goal\*** \$ or # **25** of **PURL Responses**

**Actual Volume\*** \$ or # **68** of **PURL Responses**

% over Marketing Goal [(Actual - Goal)/Goal] (x100):

[ Actual **68** - Goal **25** / Goal **25** x 100 = **172%**

% over Last Year [(Actual - Last Year)/Last Year] (x100):

[ Actual - Last Year / Last Year ] x 100 = %

\*Or another base figure. Dollar amount or total number expected over time period without the promotion in place.

**Return on Investment %:** [ Gross Revenue / Costs ] x 100 = %

### CREATIVITY (0-30 Points)

Based on materials submitted.

### PRODUCTION QUALITY (0-10 Points)

Based on materials submitted.

Office use only

Sequence # \_\_\_\_\_  
 Entered \_\_\_\_\_

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## PLANNING Continued (0-20 Points)

**All entries must include the information requested below.** *(If applicable, incorporate how the piece(s) fit(s) into the larger campaign or corporate image, the impact on the credit union based on the economy, and how and where items were displayed.)* **Please be CLEAR and CONCISE.**

### Objective/Goal:

The goals and objectives of the Win with First Business PURL were:

- To expose Monmouth and Ocean County businesses to better business banking with First Financial business accounts
- Gain new business accounts
- Gain information about what small businesses were looking for in their business banking through online survey results via the PURL (personalized URL)
- Present First Financial business accounts in an innovative, modern, cost-effective way through the use of PURL technology while also presenting a business incentive for completing the PURL survey (free radio advertising with the most frequently listened to area radio station – 94.3)

### Target Audience/Size of Audience:

The main target audience for the business PURL were the 7,000 small local businesses and individuals within our charter area that were sent the direct mail piece (oversized postcard) with their personalized survey address listed on the postcard. Those who were chosen to receive this mail piece were those in which we felt would most benefit from First Financial business account services.

### Strategy—Steps Used to Achieve Objectives:

Instead of sending a typical direct mail piece or survey to achieve our business account opening goals, we wanted to try something different and innovative. Therefore, we sent a visually appealing oversized postcard which would be sure to be seen in the mail. On the postcard listed the PURL, which directed the addressee to go online and complete a brief survey about what they find most important with their business banking. The incentive for completing the PURL was a chance to win \$5,000 worth of radio advertising on the most frequently listened to area radio station, 94.3 the Point. We tied the radio message in with our marketing-related business accounts message, letting recipients know that First Financial was “in tune” with their business via our business account services.

The use of the online PURL survey responses streamlined our typical research process, due to the fact that we were able to log into an online marketing console and view and measure instant results – as well as quickly pass them along to the business development department for follow-up. The direct mail piece with its personalized link and incentive were also beneficial in that they were an immediate attention-grabber and were enticing to the target group. Both the direct mail and online components also featured First Financial branding and were created to appeal to a business consumer.

### Time Period:

Many goals of the business PURL were met in just its one month period of implementation in February 2010. We received 68 detailed PURL responses about what local businesses would like to see in terms of their business banking. During the month of

February, 3 new businesses joined the Credit Union and 5 new business checking accounts were opened. This was a significant increase from the month prior (January 2010) in which only 1 new business joined First Financial and only 1 new business checking account was opened.

**Market/Competitive Factors—The Impact of Competition On Your Credit Union:**

NJ is an interesting market for financial institutions. Unlike other areas of the country, NJ has a financial institution on every corner. Competition is very high, especially from a convenience driver. There are two other credit unions that share the same charter and advertising space as First Financial. In order to not get lost in the mix, it is imperative that our messages are consistent and frequent.