

# Community First Credit Union FINANCIAL SERVICES

With growing branches throughout the First Coast, Community First Credit Union is a major regional player in personal finance. Executives weren't satisfied with the status quo, so they selected AXIA. They wanted to capture additional members by launching an innovative rewards-based checking product. To solve this challenge, AXIA created two brand response television spots that drove membership and enrollment in the C1 Advantage Checking program. Additional supporting campaign elements included radio spots, animated Web banners, direct mail and more. The result included 746 new members, 387 new accounts from current members and 3,118 converted accounts from current members. Further, the campaign significantly raised awareness of Community First throughout the region.



Television



Direct Response



Television