Jax Federal Credit Union

FINANCIAL INSTITUTION

When Jax Federal Credit Union changed to a community credit union, key executives knew a big splash in the media could help them boost awareness and capture more customers.

To achieve JFCU's goals, AXIA wrote news releases and leveraged current media contacts to announce the credit union's new "open membership" to 1.2 million people in the market. In addition, AXIA publicized JFCU's first building purchase, solidifying the company in the Jacksonville market, and managed the credit union's ground-breaking and grand opening events.

The end result was more than $58,000 in earned media coverage for JFCU in *The Florida Times-Union*, *Jacksonville Business Journal*, and the *Jacksonville Financial News and Daily Record*.

"AXIA leverages their media contacts to get clients media coverage. AXIA has been and will continue to be an integral part in our success."

Angie Coleman-Rao
Jax Federal Credit Union

Media Coverage

Grand Opening