



# 2022 Credit Card Campaign - Nurses



**Overview:** The credit unions first campaign directly targeting the nursing community with target-specific creative, used a recurring nurse in a series of lifestyle video ads. Each ad profiled a specific category of purchases the nurses would make with their NIHFCU credit card.

**Audience:** The campaign directly targeted the nursing community.

**Offer:** The campaign was developed in two parts, the first designed to increase brand awareness around the credit unions credit card offering, the second to retarget those who engaged with the initial ads and then funnel them into the credit union's online application.

**Campaign Dates:** 5/1/22

# || Campaign Theme



Campaign Theme

# It's **THE** Credit Card for Nurses



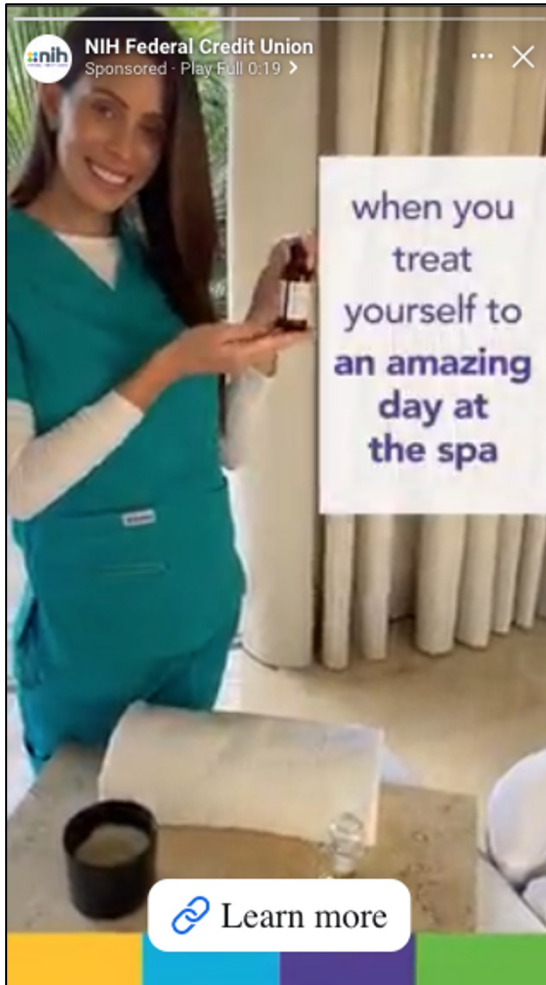
when you use the  
credit card for nurses  
from NIH Federal  
Credit Union

when you find that  
amazing pair of  
super comfy shoes

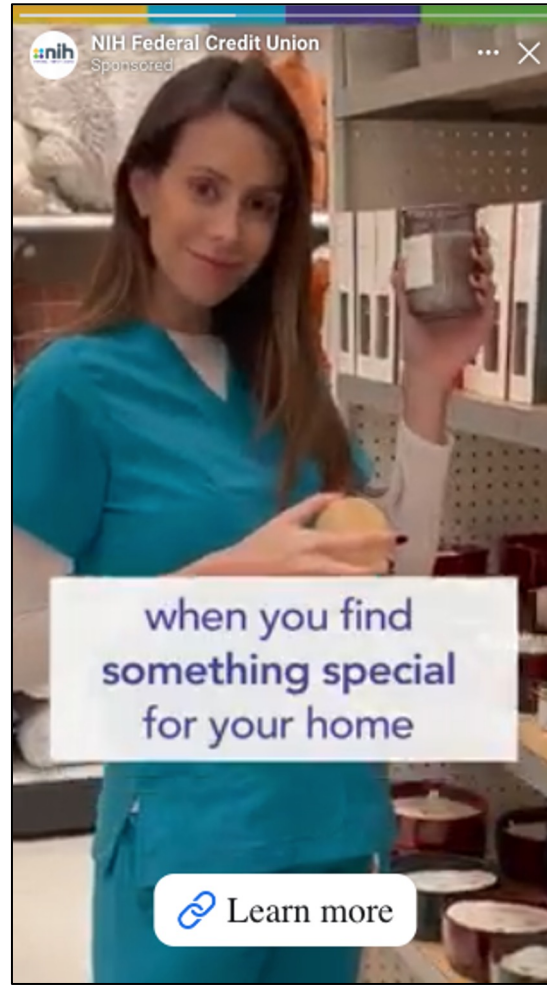
# || Campaign Ads



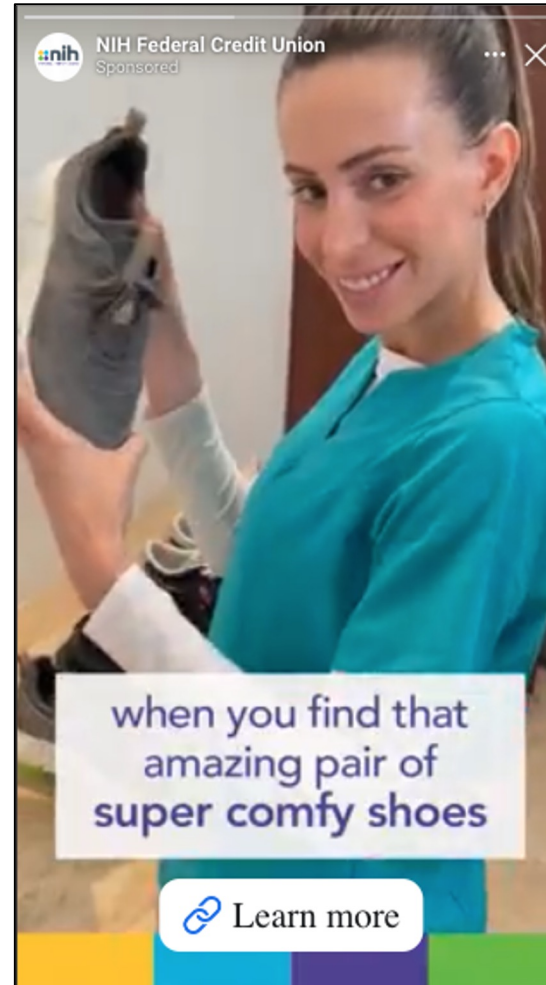
## Video Ads



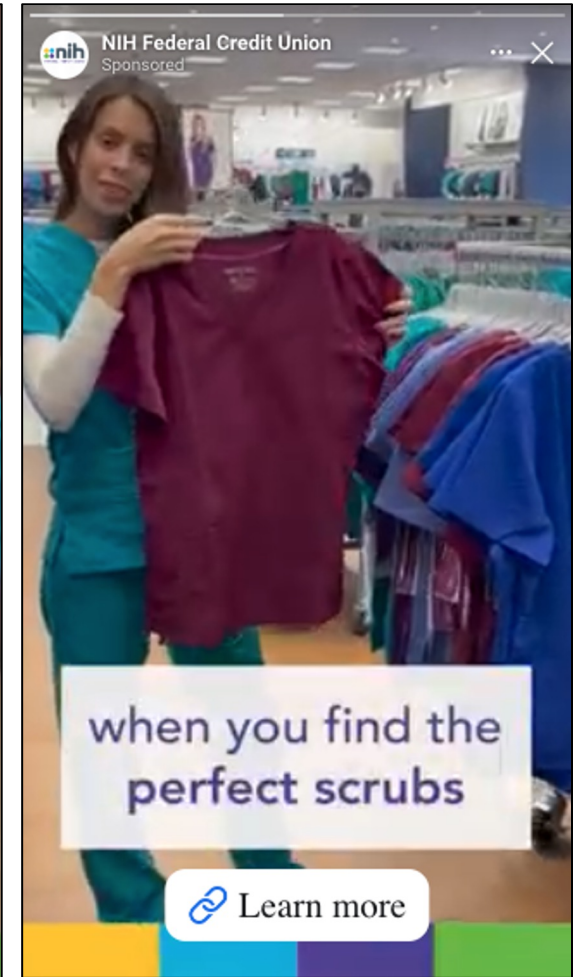
Campaign Ad 1



Campaign Ad 2



Campaign Ad 3



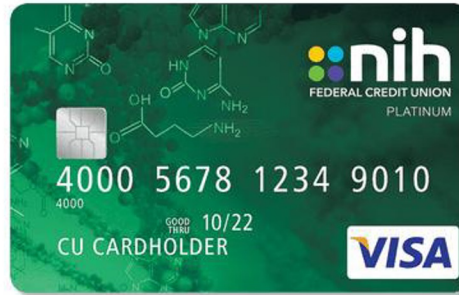
Campaign Ad 4

# || Landing Page





## Get THE Credit Card for Nurses today



### It Only Takes Ten Minutes to Get the Card for Nurses

In addition to your card's great rates and terms, you'll enjoy:

- Block/unblock your card instantly in case of theft or loss
- 24/7 fraud monitoring and Visa Zero Liability
- Peace of mind with ID Navigator Powered by Norton LifeLock

[Apply Now in 10 Minutes](#)

### \$100 Reimbursement Benefit

When you get your NIHFCU credit card, you are eligible to receive up to \$100 in professional expense reimbursements over the next 12 months<sup>2</sup> as part of our unique Healthcare Benefits Suite. It's one additional way the NIHFCU would like to say thank you for all you do and help ease some financial burden from your busy and challenging life.

[Learn More](#)



Note: Landing page no longer available online





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