



2023 Credit Card Campaign Relaunch- Nurses



Overview: This campaign was a relaunch of the 2022 credit card campaign that was paused at the end of 2022.

Audience: The campaign directly targets 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 retargeting those who engaged with the initial ads and funneling nurses into the credit union's online application. Part 1 - learn more, pushes traffic to a purpose-built landing page. Part 2 - apply now, pushed traffic to the credit union's online application.

Campaign Launch Date: 2/20/23

|| Campaign Theme



Get THE Credit Card for Nurses Today!

- 0% APR for 15 months on purchases and balance transfers¹
- Then a super low variable APR of 12.74%-18.00%¹
- No annual fees¹
- Up to \$100 in professional expense reimbursement²

Apply Now

|| Campaign Ads



nih NIH Federal Credit Union Sponsored ·

Get THE credit card for nurses today and start saving money.

Plus, 0% APR for 15 months* and super low rates*.

So whether you're buying scrubs, comfy shoes, or day at the spa, get what you need with THE credit card for nurses

*Visit NIHFCUVisaCard.com for full details

nihfcuvisacard.com
Get THE Credit Card for Nurses [Learn more](#)

Like Comment Share

Campaign Ad 1

nih NIH Federal Credit Union Sponsored ·

Get what you need with THE Credit Card for Nurses.

0% APR for 15 months*, super low rates*, and qualify for a \$100 work related reimbursement*.

*Visit NIHFCUVisaCard.com for full details

nihfcuvisacard.com
Get THE Credit Card for Nurses [Learn more](#)

Like Comment Share

Campaign Ad 2

nih NIH Federal Credit Union Sponsored ·

Treat yourself with THE Credit Card for Nurses.

Get 0% APR for 15 months* and super low rates*.

*Visit NIHFCUVisaCard.com for full details

nihfcuvisacard.com
Get THE Credit Card for Nurses [Learn more](#)

Like Comment Share

Campaign Ad 3

nih NIH Federal Credit Union Sponsored ·

Get THE Credit Card for Nurses.

Plus, 0% APR for 15 months* and super low rates*.

*Visit NIHFCUVisaCard.com for full details

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Get THE Credit Card for...
 with 0%APR for 15 Months* [LEARN MORE](#)

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Campaign Ad 4

|| Landing Page



[Visit Active Landing Page](#)



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- No annual fees¹
- Up to \$100 in professional expense reimbursement²

[Apply Now](#)

Nurses, get up to \$100 in expense reimbursement A Special benefit for nurses

After you receive your card, you are eligible to receive up to \$100 in professional expense reimbursements over the next 12 months² 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.

[Learn More](#)



[Apply Now](#)

It Only Takes Ten Minutes to Get the Card for Nurses

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

- Credit Limits up to \$25,000¹
- Digital Wallet/Mobile Payment options
- 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



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