

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

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

Sponsored · @

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

••• X

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

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

Sponsored · @ ...

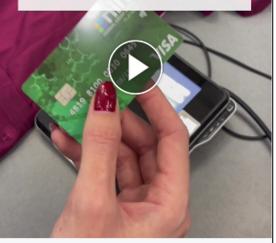
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Get what you need with THE Credit Card for Nurses.

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

*Visit NIHFCUVisaCard.com for full details

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



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Treat yourself with THE Credit Card for Nurses.

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

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Like	Comment	🖒 Share

Campaign Ad 1

Campaign Ad 2

Campaign Ad 3

Campaign Ad 4

Landing Page

Landing Page



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

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

Visit Active Landing Page



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