

# 2023 Home Improvement Options Campaign – Biomedical/NIH/Member

edge

**Overview:** The credit unions first campaign directly targeting the biomedical, NIH employee, and Member base, this campaign used generic campaign imagery to appeal across a wide cross section of the credit union's target market.

**Audience:** The campaign targeted bio-medical professionals, NIH employees/contractors, and current credit union members and their families.

**Campaign Launch Date:** 4/24/23





#### Campaign Theme 1



How Much do you need?

\$10,000 \$25,000

\$50,000 \$75,000

\$100,000 \$150,000+



NMLS #803678

#### Campaign Theme 2





## Which loan is right for you?



### **Home Equity**

- Loan amounts up to \$500,000
- Borrow up to 133% of available equity
- We pay all 3rd party fees

#### **Home Improvement**

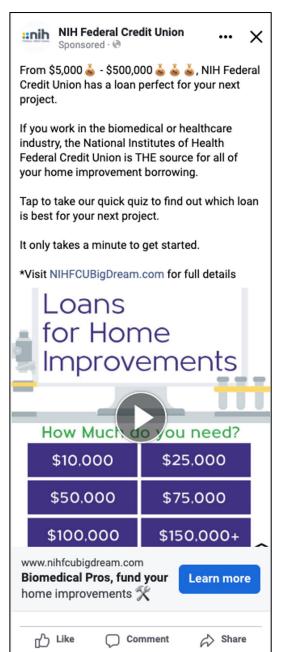
- Loan amounts up to \$25,000
- No equity required
- No collateral needed
- No inspections

### **Find Out Now**







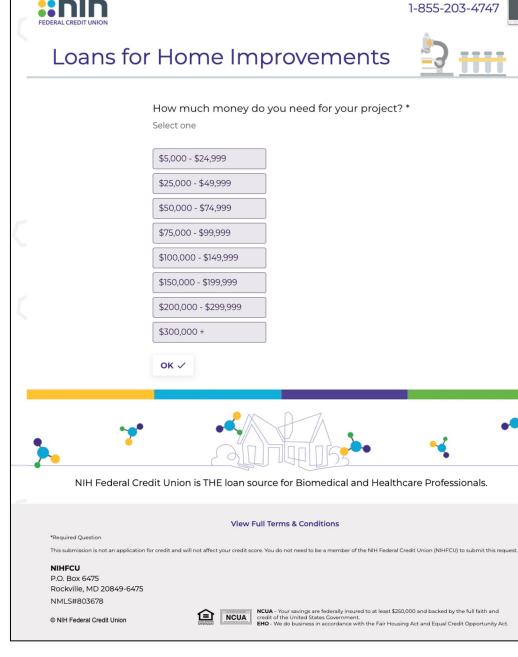








#### Campaign Landing Page Example



Visit Active Landing Page



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