



TESTIMONIAL

## Credit Union Credits their Outdoor for Home Equity Loan Success.

**“Quadrupled our monthly loan volume”**

**THE PROBLEM:**

As home equity loan rates were becoming more competitive, Tradesmen Community Credit Union in Des Moines needed to jump start their home equity loan program and get their name out to customers.

**THE PLAN:**

To target home equity borrowers, the low rate would be the main focus of their creative with good visibility of the Tradesmen name. The credit union purchased a four-week poster campaign at the 25 GRP level (11 posters in Des Moines) starting at the end of April.

**THE RESULTS:**

For the first four months of the year, Tradesmen’s home equity loan volume had been averaging about seven per month. After the poster showing went up, Tradesmen saw a notable increase in home equity inquiries. For the month of June, the credit union’s main branch reported 15 loans with 13 more pending. They were also able to turn several inquiries about home equity loans into vehicle loans. A south-side branch manager reported that home equity phone inquiries went from one or two a month to one or two a DAY during and immediately following the showing.

**CUSTOMER SAID:**

“To sum it up, we are VERY pleased with our outdoor advertising experience. As you can see, it literally quadrupled our monthly home equity loan volume, along with getting our name and logo out to the community. Jennifer, you were great to work with. You made our first outdoor promotion a big success. You can be sure we will look to Clear Channel Outdoor in the future for another marketing campaign.”





**TRADESMEN  
COMMUNITY  
CREDIT UNION**

**HOME EQUITY** AS LOW AS

**6.5%** FIXED APR

TradesmenCCU.org

**NO CLOSING COSTS**



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