



CASE STUDY:

SPACE COAST CREDIT UNION

FULL-SERVICE CREDIT UNION MARKETING

As Space Coast Credit Union looked to expand its footprint across South Florida, the organization partnered with evok to build awareness, generate qualified leads, and drive growth across key financial products. With specific goals tied to mortgage and auto loan performance, as well as outreach to Hispanic audiences through Spanish-language marketing, Space Coast Credit Union required a comprehensive strategy grounded in data, cultural relevance, and long-term scalability.

evok developed and executed an integrated, multi-channel marketing program spanning print, radio, television, out-of-home, direct mail, and digital advertising. By combining advanced media analysis with member-focused storytelling, our team helped elevate brand understanding, optimize media investment, and deliver measurable gains in sales, awareness, and conversion across new and existing markets.



INDUSTRY
FINANCE
CREDIT UNIONS



AUDIENCE
POTENTIAL MEMBERS



CATEGORY/TACTICS

PRINT MARKETING
RADIO
TELEVISION
OTT
DIRECT MAIL
OUT-OF-HOME
DIGITAL ADVERTISING

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What matters
most to you?

Absolutely
free checking.

At SCCU, **saving you more** is what matters to us.

- ✓ No Transaction/Monthly Fees
- ✓ No Minimum Balance
- ✓ FREE Debit Card
- ✓ FREE Mobile Banking
- ✓ Convenient Locations
- ✓ Shared Branch Access
- ✓ FREE Online Bill Pay
- ✓ FREE E-Statements

For easy checking

Call 800.447.7228 Option 3
Visit SCCU.com/FreeChecking



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Auto Loan Billboard



IDEAS.

With an objective to capture more of the South Florida market by introducing the area's Hispanic population to the Space Coast Credit Union brand in Spanish, our work aimed to expand reach and generate leads through direct marketing, call centers and in-branch collateral.

At the same time, our campaigns increased visibility and understanding of the credit union's "Members' Watchdog" philosophy—a commitment to sound financial stewardship. Finally, we worked to improve the credit union's mortgage and auto loan goals, which were trending at 20% below target, with an overall marketing strategy designed for long-term use through industry insights and critical analysis.

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Auto Loan Bus Wrap



James and Jen Mortgage Success Video
<http://bit.ly/sccu-james-jen-mortgage>



WORK.

We examined SCCU's previous year's media activity and client performance metrics through advanced regression analysis to identify causal relationships between advertising and results. We then established an effective media mix for our strategic media plan to reach client objectives and goals through print, radio, television, cinema, online and out-of-home.

Leveraging the power of personal connections in advertising campaigns, we created a member testimonial campaign for use within direct response messaging efforts. We also crafted in- and out-of-branch campaigns to support auto, mortgage and free checking product sales goals while leveraging public relations efforts for special promotions and events.

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Following our partnership with SCCU, sales volume increased 35 percent, exceeding all year-end client goals. Our extensive positioning efforts resulted in brand awareness increasing by 23 percent in new markets and regression analysis identified an optimum media strategy. Adjusting the mix resulted in savings to SCCU of \$600,000 while still meeting sales objectives.

35% increase

in sales, exceeding all
year-end client goals

\$600K

in savings for media spend

23% increase

- in brand awareness
- in new markets

59% increase

in conversion rates for
new auto digital creative

83% increase

of CPA was lower than industry average

[illegible]

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KEY TAKEAWAYS

- A data-driven, full-service marketing strategy helped Space Coast Credit Union expand awareness and member acquisition across new South Florida markets.
- Spanish-language and culturally relevant messaging enabled the brand to connect more effectively with Hispanic audiences while supporting long-term growth objectives.
- Advanced regression analysis informed an optimized media mix, allowing evok to reduce overall media spend while improving performance across key financial products.
- Integrated direct response campaigns and member testimonial storytelling increased trust, relevance, and conversion efficiency across auto, mortgage, and checking products.
- evok's strategic media optimization delivered measurable results, including increased sales volume, stronger brand awareness, higher conversion rates, and significant cost savings.

What matters most to you?
Getting there.

At SCCU, **financing your next vehicle** is what matters to us.

- ✓ Flexible Loan Terms
- ✓ Easy Application Process
- ✓ Same Low Rates for New and Pre-Owned
- ✓ Quick Pre-Approval
- ✓ Rates as Low as 1.89%¹
- ✓ No Payments for 90 Days²

For easy auto loans | Call 800.447.7228 Option 3
Visit SCCU.com/Mortgages

SPACE COAST CREDIT UNION
Banking that protects your future now.

1. 1.89% represents a new borrower's interest rate for a new vehicle loan. Rates are subject to change without notice. 2. No payments for 90 days is a promotional offer. See your dealer for details. ©2012 Space Coast Credit Union. All rights reserved.

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