



LSCU MEDIA PLAN

GAINESVILLE

FINAL 5/15/14

AGENDA

- Planning Parameters
- Media Strategy
- Media Recommendation
- Media Flowchart
- Budget Summary

PLANNING PARAMETERS

- **Objectives:**
 - **Primary:** Continue to create consistent brand awareness to grow membership at LSCU's locations.
 - **Secondary:** Continue to create awareness of the benefits of LSCU and credit unions in general.

PLANNING PARAMETERS

- **Primary Target Audience:**
 - Primary - Women 25-49
 - Secondary - Adults 25-49
- **Timing:**
 - Start May 28, 2014 - July 31, 2014 (9 weeks)
- **Budget:**
 - \$33,084.00

MEDIA STRATEGY & TACTICS

MEDIA STRATEGY

- Select impactful media that generates enough frequency to build brand awareness
- Select some media that is accountable to help ensure enough traffic is delivered to web site
- Find impactful creative units that allows our message to stand apart from the cluttered market
- Based on available budgets, try and combine cost efficient media with brand building vehicles to achieve a high Reach and Frequency
- Emphasize more non-traditional media to reach the ever growing digital savvy consumer who no longer engages with traditional media and the ability to extend the flight

MEDIA TACTICS

- Based on the markets budget and the following reasons:
 - Ability to extend flight of campaign
 - Knowing people consume media differently
 - Ensuring that we have enough dollars to penetrate efficiently and effectively each media chosen
 - Effective brand building
 - Cost efficiencies of each media vehicle

- Below are the media vehicles chosen in priority order:
 - Internet
 - Mobile
 - Radio

INTERNET

- Since Internet is the major source for gathering information and only 2% of our target audience does not use the internet, internet presence will be key. This will also allow us to extend the campaign for 9 weeks. Online advertising will increase brand awareness and drive traffic to www.BetterNameForBanking.com efficiently and effectively
- **CPC advertising:** only pay when users click on the LSCU ads to guarantee traffic to the website and ensure low CPC and generate thousands of free impressions.
- **Low CPM / remnant:** allows us to run on various websites to increase online presence, yet pay a discounted rate
- **Impactful units:** creative stands out from standard to catch viewers attention, as well as offers more size for detail in the creative unit

SEARCH ENGINE MARKETING

- SEM lets you create ads and choose keywords which are words or phrases related to your business
- Ads appear on Google when people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you
 - Desktops, tablets and mobile
- SEM attracts customers by simply clicking your ad to make a purchase or learn more about you
- Pay only if people click your ads (CPC)

EXAMPLE SEM KEYWORDS

- credit unions vs banks
- credit union
- bank credit union
- banks and credit unions
- what is a credit union
- credit unions
- best credit unions
- credit union interest rates
- credit union rates
- credit union cd rates
- interest rates
- cd rates
- mortgage rates
- car loan
- refinancing home rates

NEW ADDITIONS TO SEM

- **Sitelinks** are a new way to expand your ad with extra links to specific pages of your website.
 - The sitelink ad extension lets you show several links beneath your ad.
 - Customers get quick access to pages of your site and can choose the specific page they're most interested in.

Credit Unions - We're Giving Banking A Better Name

www.BetterNameForBanking.com

A credit union is better than a bank. Better rates. Better Service.

What's Better - Find a Credit Union - How Much Can I Save?

FACEBOOK

- Do not need a Facebook Page to advertise
- Tile ads can be purchased on a CPC, cost-per-click, meaning LSCU only pays when a user clicks on the ad.
- In the Marketplace (through Facebook), ads can be targeted by age, gender, location, and keywords in profile

NEW ADDITIONS TO FACEBOOK

The Facebook Exchange is another way to buy ads on Facebook with more options to target our audience.

- Exchange
 - **FBX Right Hand Rail (RHR) Retargeting and FBX Newsfeed**
Retargeting: Retargeting all visitors who have shown intent as they are gathered as data or 'cookies' on Client's Site & Retargeted while Users peruse Facebook
 - **Newsfeed:** Run a sponsored post to appear on your targeted audiences newsfeed
 - **Look-a-like:** Will take the users that have been retargeted and have the system match these users behaviors to new users with similar behaviors while looking for behaviors that are similar to the client's target audience
 - Bought based on a CPM

FACEBOOK

Sponsored Newsfeed Post

Like · Comment · 9 minutes ago near Duluth · 8

6 people like this.

Heather · Mike Stone As if I needed another reason not to vote for him...
2 minutes ago via mobile · Like

Write a comment...

Patty Peterson
Girl Scouts event... Me, Jearlyn Steele, Bobby Vandell, Norah Long, and Paul Peterson · Mpls Convention Center

Girl Scouts Gala April 21st, 2012
Picture by Christine Wuch

Like · Comment · See More Photos · 10 minutes ago via ScruggMag · 8

Rhea Drysdale likes a link.

aimClear
Repeat: aimClear® Named One Of The "Best 100 Companies To Work For" In Minnesota! :)

aimClear® Named One Of The "Best 100 Companies To Work For" In Minnesota!
www.aimclearblog.com

I could not be prouder of our team, the work we do together, and now it's official. Minnesota Business just named aimClear one of the "Best 100 Companies To Work For."

Like · Comment · Share · 19 · 2 · April 18 at 11:21am · 8

Sponsored

Patty Peterson
Off to perform at the Memorial Blood Center's "What's Your Type Gala". It's at the TCF Stadium in the DQ room. Donating blood saves lives... Mine was one of them!

Right Hand Rail Ads

facebook Search for people, places and things Watauga Wize Find Friends Home

Watauga Wize

Update Status Add Photos/Video

What's on your mind?

Public Post

Upcoming Events

HO HO HOLIDAY MARKET
November 28 at 10:00am
Winter Park Farmer's Market in Winter Park, Florida
Join · 145 people are going
See 1 more

Cathie Rock
We were on at 830. Laura saw us anyone else?
Like · Comment · Share · 3 hours ago near Long Island City, NY · 8

Lauren DeLormier likes this.
View all 8 comments

Create Event
betternameforbanking.com
CREDIT UNIONS
Check out how our car loans compare with banks. (Spoiler alert) We win!

Facebook Studio
There's one last deadline for your campaign to beat: 12/31.
www.facebook-studio.com/awards

Like This Page

CREDIT UNIONS
betternameforbanking.com
Check out how our car loans compare with banks. (Spoiler alert) We win!

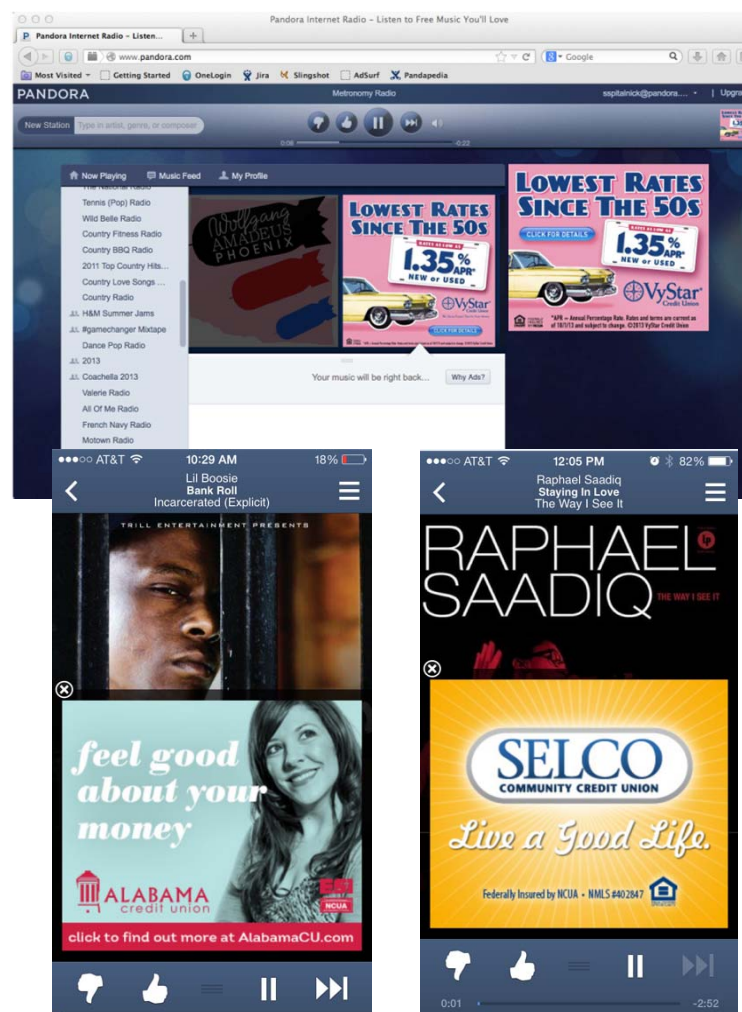
YOUTUBE

- Interest targeting: Target people whose online behaviors show they share a common interest, like banking or financial products
- Topic targeting: Target people based on sites rather than audience. Pick a topic like banking, financial, or monetary, and your ads will show on groups of quality sites related to that topic.
- Geo targeted
- Charged on a CPC



PANDORA VIDEO

- Targets by age, gender, and location
- Cross platform— desktop, mobile, or tablet
- Message is served to audience when listener interacts with the tuner by skipping songs or changing stations
- Audio Impressions: 176,000
- Banner Impressions: 176,000
- CPM: \$31.25



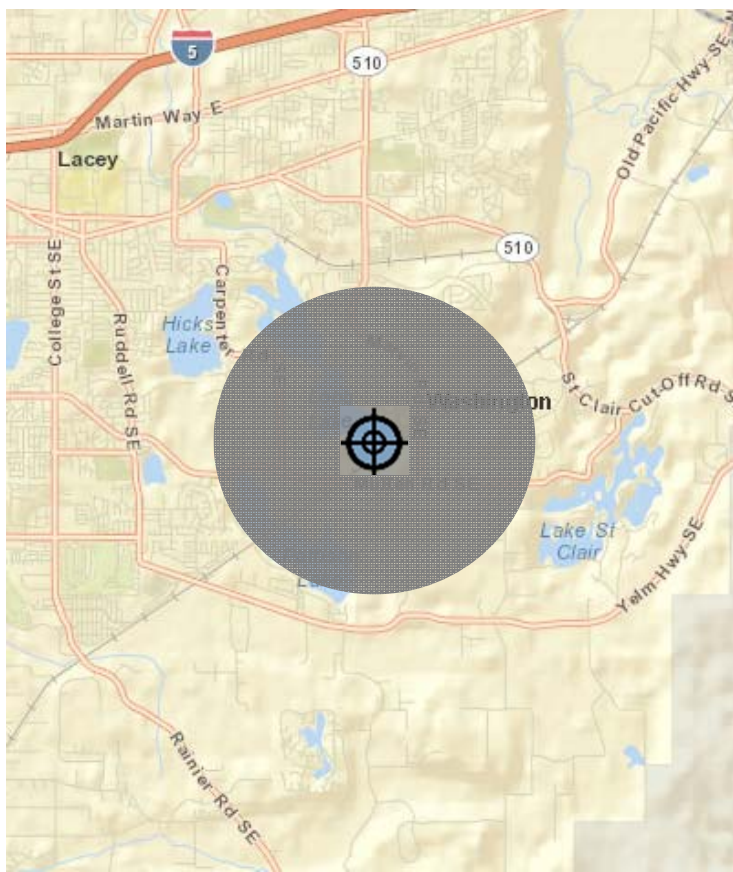
MOBILE LOCATION TARGETING

- Recommend focusing on targeting to location– past results show banking customers are interested in convenience and service
- Campaign will optimize to high performing specific locations
- Recommend a strong call to action
- Target the Gainesville DMA
- **GeoFencing**
 - Open campaign within 10 mile radius around each branch
 - Conquest competitive banks
 - Deliver campaign on tablet and smartphone devices
 - Optimize at the cell level based on performance
- Target users who download apps in the finance and banking category.
- Target users who are browsing in the Finance category.
- To target the women demo, target users clicking on categories within retail and fashion & beauty.
- **GeoRetargeting**
 - Behavioral targeting based on historical location profiles
 - Retarget in-market consumers based on real-world locations users have visited

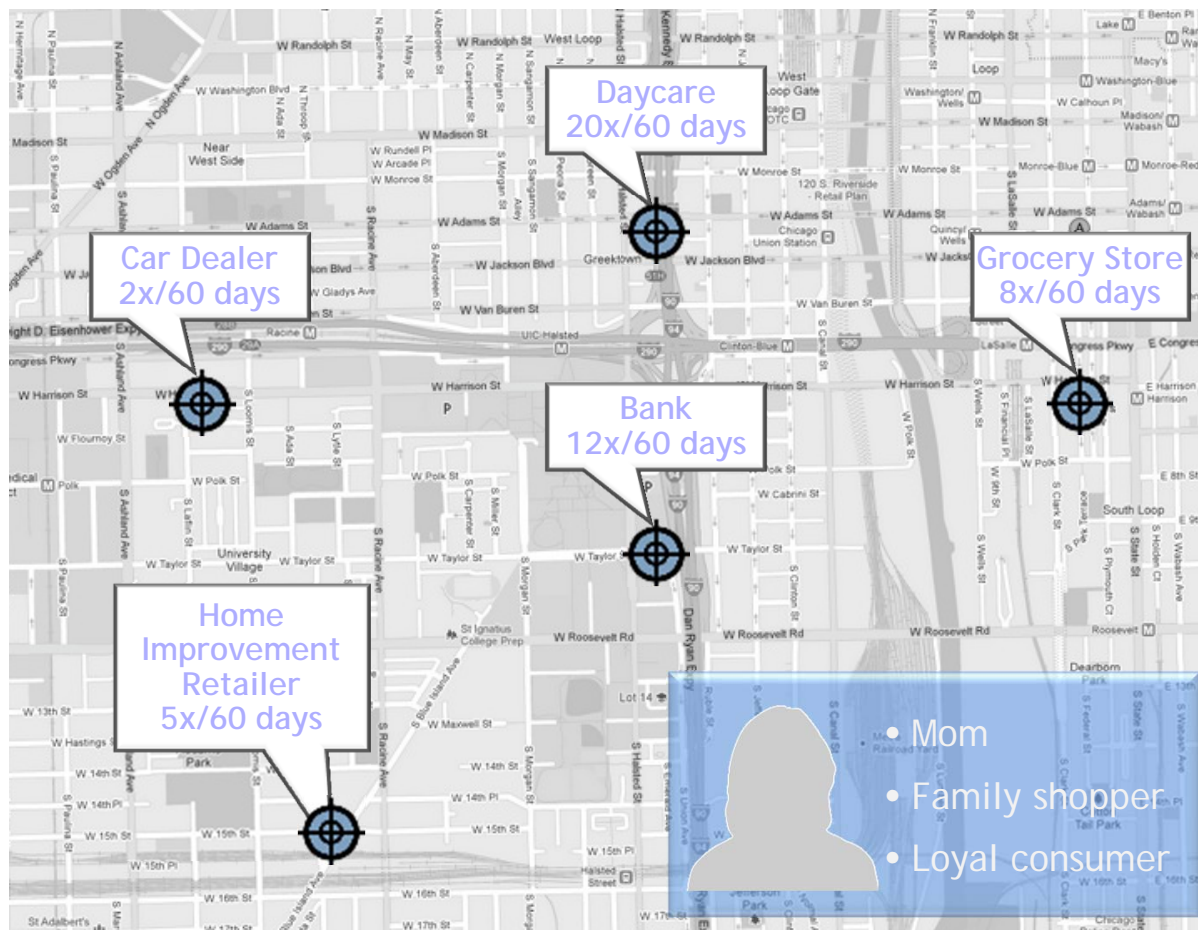


SMART GEOFENCING

- Reach in-market consumers based on real-time proximity to advertiser or competitor locations



BEHAVIORAL GEOTARGETING:



- User profile developed based on location history
- Profile based on relevant advertiser categories (e.g., banking, automotive, home improvement, etc.)
- No personally identifiable information (PII) is collected or shared
- Advertisers can retarget users who have visited specific categories or store locations

RADIO

- Launch campaign with :10 and :15 pre-recorded traffic sponsorships to help build awareness and extend the reach and frequency in the market at a fraction of the cost of standard :30 or :60 radio commercials.
- Adjacent and embedded to relevant local content (traffic, weather, news and sports)
- Reach consumers when they are engaged with this local content

GAINESVILLE, FL

**WEEKS BEGIN ON MONDAYS												
Gainesville	June					July					Total GRP's	TOTAL COST
	26	2	9	16	23	30	7	14	21	28		
Radio												\$5,000
		28	28	28	28						89.6	\$5,000
Online												\$28,084
SEM												\$2,000
Facebook												\$3,000
YouTube												\$10,000
Pandora												\$5,500
Mobile												\$7,584
TOTAL COSTS												\$33,084

RADIO

- :10 and :15 Traffic Sponsorship will air June 2 – June 27, 2014
 - M – F 6a-7p
 - WTRS Country 102.3
 - WTMG Urban A/C 101.3
 - WNDD Classic Rock 95.5
 - WOGK Country 93.7
 - WKTK A/C 98.5
 - WSKY News 97.3