



MARKETING

BAYER HERITAGE FCU HOLIDAY CAMPAIGN

Hundreds of Santa Helper Loans Opened Totaling \$856,000

			
\$856K	4,831	4 Week	\$35,190
New Loan Balances	Members Targeted	Campaign	Processing Fee Income

Bayer Heritage FCU has a fun tradition. Each year, they promote an interest-free lending option to celebrate the season, promote community goodwill, and lighten the financial load on their members during the holidays. For years, they have partnered with Synergent Marketing Services to share this great offer with their membership.

Do You Hear What I Hear? Bayer Heritage FCU members look forward to the popular annual Santa Helper holiday loan campaign. This year, their creative strategy incorporated the classic holiday song alongside a holiday dachshund in a Santa hat on the postcard and other components of the campaign. On the back of the personalized postcard, the song continued with, "Do you see what I see? A loan, a loan, a Santa Helper Loan."

Alongside the fun creative elements, the campaign that targeted 4,831 members offered a lucrative, limited-time offer of 0% APR for 12 months and \$1,000 and \$2,000 loan options. It was a great success for all involved, with 523 Santa Helper Loans opened totaling \$856,000. The campaign even received a Bronze MAC award for its clever, humorous design.

continued



BILLBOARD

"Working with Synergent Marketing Services has been an absolute pleasure for years. We have an incredible relationship with their team and always manage to create something wonderful. We worked together to break out of the box and design something eye catching and funny for our holiday loan special. They encouraged us every step of the way, hitting the nail on the head, and following our direction to a T. The success of the campaign was definitely sweetened after winning our first ever Diamond Award in 2019! Now, the heat is on to win one every year."

~ John Black
Marketing Supervisor
Bayer Heritage FCU

Campaign Services Included:

- Comprehensive Creative Concept and Design
- Copywriting and Message Development
- Full-Color Postcards, Flyers, and Lobby Posters
- Digital Ads and Social Media Graphics
- Billboard Artwork
- Companion Email Template Development
- List Preparation and Mailing Services
- Tracking, Monitoring, and Reporting

The Offer

- 0% APR for 12 months
- \$1,000 and \$2,000 loan options
- Limited time offer

Target Audience

- **4,831** Members:
 - Members ages 18+ who joined the credit union over the past year (since October 2019) and did not open a Santa Helper Loan in 2019
 - Members who opened a Santa Helper Loan before October 2019
 - Members 25-30 (regardless of Santa Helper Loan history)

Response

- **31.1%** open rate for email
- **8.9%** click rate for opened emails

Results

- **523** Santa Helper Loans opened totaling **\$856,000**
 - **190** loans were for \$1,000 (**\$8,550** in fee income)
 - **333** loans were for \$2,000 (**\$26,640** in fee income)
- **41%** increase in balances over the same period the prior year
- **280** Santa helper loans could be tied back directly to the postcard and email list totaling **\$461,000**
 - **99** loans were for \$1,000 (**\$4,455** in fee income)
 - **181** loans were for \$2,000 (**\$14,480** in fee income)
- **5.80%** conversion rate based on 4,831 members on the campaign mailing list

Return on Investment

- Total processing fee income earned: **\$35,190**
- Total campaign cost: **\$5,613**
- Total fee income for every campaign dollar spent: **\$6.27**
- Marketing campaign paid for itself in **only a few days**

Previous CUNA Diamond Award Winning Campaign!

In 2019, Bayer Heritage's Santa Helper Loan campaign earned a coveted CUNA Diamond Award. At the end of the campaign, Bayer Heritage had 420 Santa Helper Loans opened totaling \$676,000, with \$27,800 in fee income, surpassing their marketing goal by 40%!



POSTER



DIGITAL ADS



EMAIL

Award Winning



2021 Bronze
Comprehensive Campaign

For More Information

Contact our Marketing
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RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.