

MIC DROP MOMENTS

COMPLETE CAMPAIGN

Liberty Savings
FEDERAL CREDIT UNION



MIC DROP MOMENTS

Sometimes small

Sometimes big

Always unforgettable

You know it when you feel it

Credit unions make them possible

MIC DROP MOMENTS: CAMPAIGN BACKGROUND

For over 70 years, Liberty Savings has advanced the economic futures of individuals and their communities with exceptional financial tools and services. They have seen and done it all. From the underbanked to the financially savvy, residents of Hudson County see this credit union as a trusted, invaluable resource.

Hudson County is changing. Fast.

An explosion in population growth has made Hudson County a must-watch area for economic trends. Located right across the river from Manhattan, it became an ideal spot for people looking to escape the big city, immigrants, and everyone in between, to build a new home.

However, this rapid shift amplified the existing affordability crisis happening across the country.

Liberty Savings is at the forefront of addressing:

+8% in rent across the county from 2022-2023

+3.9% in CPI (Consumer Price Index) in the region from 2023-2024

+20% home sales in Jersey City, Hudson County's largest city in the past 5 years

Liberty Savings specializes in helping members gain financial independence, and their dedication during this affordability crisis hasn't wavered. First generation immigrants, underbanked populations and those vulnerable to predatory loans trust this credit union to make their American Dreams possible.

MIC DROP MOMENTS: WHY THE CAMPAIGN WORKED

Considering how fast the community it served was changing, Liberty Savings couldn't rest on its laurels.

Its messaging needed to adapt to the rapid changes impacting members' everyday lives.

The MIC DROP MOMENTS Campaign accomplished the following:

Harnessed the new, exciting energy that comes with rapid change without abandoning core audiences and current members

Mobilized a sophisticated, hyper-local advertising strategy designed to catch the eye and hearts of Hudson County newcomers; and reinforce awareness with longtime residents

Strengthened Liberty Savings' brand mission awareness to provide comprehensive financial solutions for the many, not the few

The MIC DROP MOMENTS campaign ensures that everyone knows they have a place – and a say – in the future of Hudson County. Sitting in a new car, holding the keys to a new home, improving a credit score and consolidating debt are all worth celebrating.

Liberty Savings is here to help everyone experience what it feels like to do more, worry less and savor every MIC DROP MOMENT.

MIC DROP MOMENTS: THE MEDIA IMPACT

MIC DROP MOMENTS ran in multichannel media formats including:

TV & OTT (Over-The-Top) Commercials

Select cable TV systems were utilized to cover very specific geographic areas. In addition, OTT complimented the Cable TV, adding audience reach and frequency in key zip codes surrounding LSFCU's branches. Spanish-language versions of the creative were featured on networks/programming catering to Latino audiences.

Two cable buys through Optimum Media (Cablevision) and EffecTV (Comcast), delivered a total of 518.1k adult 18+ impressions (113.3K A18-49) via 6,411 announcements on networks like, but not limited to: Bravo, CNBC, CNN, Fox News, ESPN, Learning Channel, Lifetime, OWN, TBS, TNT, Hallmark, Fox Desportes and Galavision.

The OTT portion of the campaign delivered 107.7K impressions, with a buying target of adults 18-49 with HHI \$50K+, across smart TV, mobile and connected devices reaching into approximately 17,000 targeted households (average of 6.3x). Given the frequency, the commercial was delivered to the target audience an average of once every 2 weeks over the 12-week schedule. With the OTT layered on top of the Cable, average message frequency increased to approximately 8 over the 12-week flight.

MIC DROP MOMENTS: THE MEDIA IMPACT

Mass Transit

Interior train posters ran on local commuter trains, specifically the “Main Line” and “Blue Line” of the NJ Transit Light Rail system. Placement provided coverage for all of LSFCU’s branches and delivered an estimated 1.4 million A18+ impressions.

Strong media negotiations led to a highly efficient schedule of interior bus posters on the NJ Transit Bus Network providing additional coverage to all Liberty Savings branches via 1.1 million A18+ impressions.

MIC DROP MOMENTS - ENGLISH TV

Please note that MP4 files are included in award entry upload.

If play button below does not work, please use this link: <https://vimeo.com/1011131669?share=copy>

MIC DROP MOMENTS



Click to play video



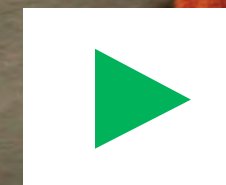
MIC DROP MOMENTS - SPANISH TV

Please note that MP4 files are included in award entry upload.

If play button below does not work, please use this link: <https://vimeo.com/1022299509?share=copy>



**MOMENTOS
DE CAÍDA DEL
MICRÓFONO**



Click to play video



MIC DROP MOMENTS: VIDEO SCRIPTS

ENGLISH

Make more of life's mic drop moments happen with us.

Zero to sixty savings... on auto loans.

Move right on up... with home loans and refinancing.

Stash more cash... through debt consolidation.

Move money like a boss with...
24/7 online banking... and the app...

Over 55,000 fee-free ATMs...
and rewards-packed credit cards.

Not for profit banking...
made for Hudson County.

Liberty Savings Federal Credit Union.
Join Us.

SPANISH

Crea más momentos culminantes con nosotros.

De cero a 60 en ahorros... en préstamos de auto.

Muévete hacia arriba....

Con préstamos hipotecarios y refinanciación .

Crea más dinero.... consolidando tus deudas.

Usa dinero como un campeón...
bancos en línea 24/7... la app...

Más de 55,000 ATMs sin costo...
y tarjetas de crédito con programas de recompensas.

Bancos sin fines de lucro...
hechos para Hudson County.

Liberty Savings Federal Credit Union.
Únetenos.



**MIC DROP
MOMENTS
HAPPEN HERE**

Put your biggest dreams in the spotlight with us:
AUTO LOANS | MORTGAGES | CREDIT CARDS | SAVINGS

 FIND OUT MORE
& JOIN ONLINE

(201) 659-3900
www.LSFCU.org

Liberty Savings
FEDERAL CREDIT UNION

NCUA

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TO OPEN DOORS
IN
EMERGENCY

CAUTION
ALARM WILL
SOUND

OPEN COVER
PULL HANDLE
DOWN

↑

TO OPEN
DOOR IN
EMERGENCY
OPEN COVER
PULL HANDLE

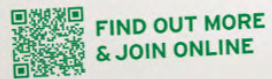
Ort:
the Gap



ZERO TO SIXTY SAVINGS

HAPPENS HERE

Auto Loans just the way Hudson County likes them:
LOW RATES | FAST APPROVALS | FLEXIBLE TERMS



FIND OUT MORE & JOIN ONLINE
(201) 659-3900
www.LSFCU.org



TO OPEN DOOR IN EMERGENCY
CAUTION ALARM WILL SOUND
OPEN COVER PULL HANDLE DOWN



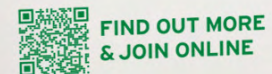
TO OPEN DOOR IN EMERGENCY
OPEN COVER PULL HANDLE



MOVING RIGHT ON UP

HAPPENS HERE

Save more, live larger with low rates and simple terms:
LOW-RATE MORTGAGES, HOME LOANS & REFINANCING



FIND OUT MORE & JOIN ONLINE
(201) 659-3900
www.LSFCU.org



TO OPEN DOOR IN EMERGENCY
CAUTION ALARM WILL SOUND
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AUTO LOANS | MORTGAGES | CREDIT CARDS

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QR code

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MOVING RIGHT ON UP HAPPENS HERE
LOW-RATE MORTGAGES, HOME LOANS & REFINANCING

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THANK YOU!