

**MIC DROP
MOMENTS
VIDEO COMMERCIAL**

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

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 Altice and EffecTV, delivered a total of 479.8k adult 18+ impressions (130K A18-49) via 6,148 announcements on networks like, but not limited to: CNBC, CNN, ESPN, Learning Channel, TBS, Comedy Central, Tru TV, Fox Desportes and Galavision.

The OTT portion of the campaign delivered 129.1K 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 8x). Given the frequency, the commercial was delivered to the target audience an average of once every 2 weeks over the 16-week schedule.

MIC DROP MOMENTS - ENGLISH TV

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MIC DROP MOMENTS



Click to play video



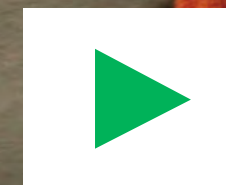
MIC DROP MOMENTS - SPANISH TV

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**MOMENTOS
DE CAÍDA DEL
MICRÓFONO**



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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.

THANK YOU!