

East Texas Professional Credit Union Strikes a Chord with New Cardholders

In-branch marketing and cross-selling of credit cards have become part of the culture at East Texas Professional Credit Union in Longview, Texas. The \$334 million credit union has brought in more than 850 new cardholders in the last year through in-branch promotions designed to leverage MasterCard national promotions.

The most recent campaign, linked to MasterCard's Roots of Rock consumer card promotion, brought in more than 500 new cardholders in July and August. This was a 40 percent increase in the number of new cardholders compared with an in-branch promotion the credit union conducted during the same two months in 2007.

Working with its card processor, TNB Card Services, East Texas Professional offered card information and training for employees to ensure they were comfortable promoting the card products. The credit union used TNB's promotion-in-a-box marketing kit, which included flashing guitar magnetic lapel buttons, window clings, tent cards, posters, and giveaways for members to promote the card. The credit union also



decorated each of its seven locations with vintage rock music posters and inflatable guitars.

Members were treated to rock-themed events each Friday, in which they received "Roots of Rock" simulated tattoos, root beer served in themed cups, and popcorn bags carrying the "Roots of Rock" logo. The events were used to solicit members to apply for the credit

union's credit card, as well as to encourage existing cardholders to use their cards for a chance to win an all-expenses-paid trip – sponsored by MasterCard - to meet and greet one of three rock music legends and attend a concert.

Besides employee training, East Texas Professional participated in an employee sweepstakes, sponsored by TNB, that gave every employee a chance to win prizes for each card application they received from a member. The top producer, averaging about 10 applications a week, brought in more than 84 new cardholders, with the number two producer bringing in more than 60 new card accounts.

Prizes from TNB included MP3 players, T-shirts, and music downloads, as well as a chance at the grand prize, a \$1,000 MasterCard gift card. The credit union also rewarded two employees each week with cash prizes.

Thirty-year employee Ruth Holden, senior vice president and loan officer, won the grand prize in a drawing among all of the credit unions that participated in the TNB-sponsored promotion.

“This promotion was successful because it was easy to implement and manage and it generated a high return on our investment,” said Chris Graham, card services administrator for East Texas Professional Credit Union. “Employees had a lot of fun with the rock and roll theme, which gave them an opportunity to express their musical tastes and have fun while promoting our credit card.”

Graham added, “We were pleased with the results of last year’s in-branch promotion, but the results of this promotion really rocked.”

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