

## IX. BRAND ADVERTISING EXAMPLES

Advertisement targeting...

Brand Strategy #3

Family is important to you.



Reality

So is your money.

Aspiration/Benefit

Preparing for the future is the goal.

Brand Strategy  
#1, #2 and #3

We want to help you and dream with your family.

Call to Action  
(CTA) and  
Reason to Believe

Text **FUTURE** to **55555** to receive free tips on  
how to grow your income.



We are Everence Federal Credit Union

Positive  
Identifier

**Brand Strategy #1, #2 and #3** — Que Pasa!  
¡Estamos aquí para ayudar!

**Aspiration/Benefit** — We all dream of financial wellness.

**Reality** — But how many of us plan for it?

**Brand Strategy #1, #2 and #3** — We want to help you and dream with your family.

**Call to Action (CTA) and Reason to Believe** — Text **FUTURE** to **55555** to receive free tips on how to grow your income.

**Positive Identifier** — We are Everence Federal Credit Union

**Everence®**

**Aspiration/Reality** — Family is important to you. So is your dinero.

**Brand Strategy #1 and #3** — Let us help you plan for your financial wellness. Visit [everence.com](http://everence.com)

**Positive Identifier** — We are Everence Federal Credit Union

**Call to Action (CTA)** — Visit [everence.com](http://everence.com)

**Everence®**





