



# Marketing ideas

that grow your business



## Shell Employees Federal Credit Union

### CUSTOMER ACQUISITION CAMPAIGN

#### **SITUATION/PROBLEM**

THE SHELL EMPLOYEES FEDERAL CREDIT UNION (SEFCU), WHICH HAS ITS HEADQUARTERS IN DOWNTOWN HOUSTON AND BRANCH OFFICES LOCATED THROUGHOUT THE METROPOLITAN AREA, PROVIDES A WIDE RANGE OF FINANCIAL SERVICES TO ITS MEMBERS. SEFCU PLANNED TO OPEN A NEW SERVICE CENTER IN THE HOUSTON DOWNTOWN TUNNEL SYSTEM UNDERNEATH SHELL OIL'S HEADQUARTERS. SEFCU MANAGEMENT WANTED TO USE THE GRAND OPENING OF THE CENTER AS AN OPPORTUNITY TO INCREASE MEMBERSHIP.

#### **OBJECTIVE**

The objective was to encourage eligible non-members (families of current members and select employees of the media) to open new accounts. SEFCU also wanted to promote the opening of the new location and to increase traffic at all of its branches by both members and non-members.

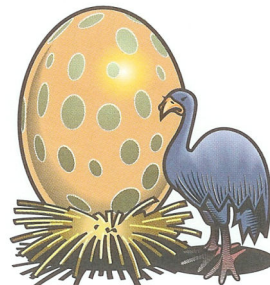
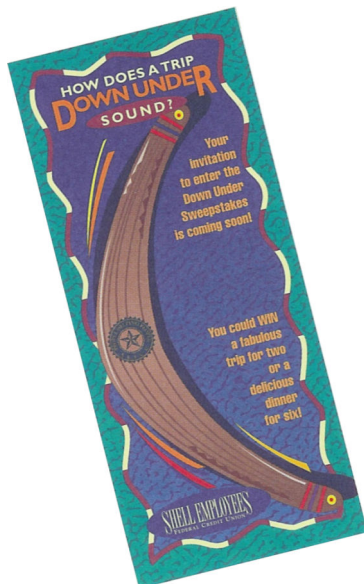
#### **SOLUTION**

The strategy was to invite both members and non-members to visit the new service center or one of the existing branches to register for a sweepstakes. To highlight the new service center's tunnel location, HK&P recommended an Australian "down under" theme for the campaign. Sweepstakes prizes included a free trip to Australia and

free dinners at the Outback Steakhouse. The communications campaign included statement stuffers, direct mail posters and boxes for sweepstakes entries.

#### **RESULTS**

The campaign succeeded in attracting more than 300 new customers and increased traffic at all SEFCU locations.



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