

“The time you spent really getting to know us sets MMG apart. You get TMG like no one else and we are glad you are our guide.”

— *Cynde Urness,
Senior Vice President*

The Members Group

Strategy: The Members Group wanted to have a visible presence in their largest trade publication, the *Credit Union Times*. Their budget was not going to allow for significant frequency (it's a weekly pub) so we needed to break out of the pack in a hurry.

Big idea: As in most trade pubs, most of the ads look the same: hands holding credit cards, or some other product “beauty” shot. We decided that we were going to have to surprise the readers to earn their attention. We needed to get the reader to slam on the brakes and say, “What is THAT doing in this magazine?” We upped the ante by opting for a tipped-in 8.5 x 11 insert rather than a traditional ad.

This also allowed us to have two full pages of content for the same price as an ad.

How'd we do? The ads have been a smash! The client has already received inquiries from readers and the buzz has been very positive. In fact, in a recent recall study the series was remembered by 42% of those surveyed, despite the fact that the ads only had run twice at the time of the survey. We've also used the same campaign to create direct mail and a sales kit series.



Do you want to offer your members real choices?



Or just different shades of

“There's not any hint of “our way or no way” with The Members Group. They work hard to make sure our services to be exactly what we need. I've been working with them for years and haven't been disappointed yet. Nor do I expect to be.”

— Krista Burrell, Director of Card Services,
Orange County Teachers FCU

What if you had a partner who came to the table, sleeves rolled up and ready to create custom programs and tools engineered to make you invaluable to your members? And in turn, make them profitable for you?

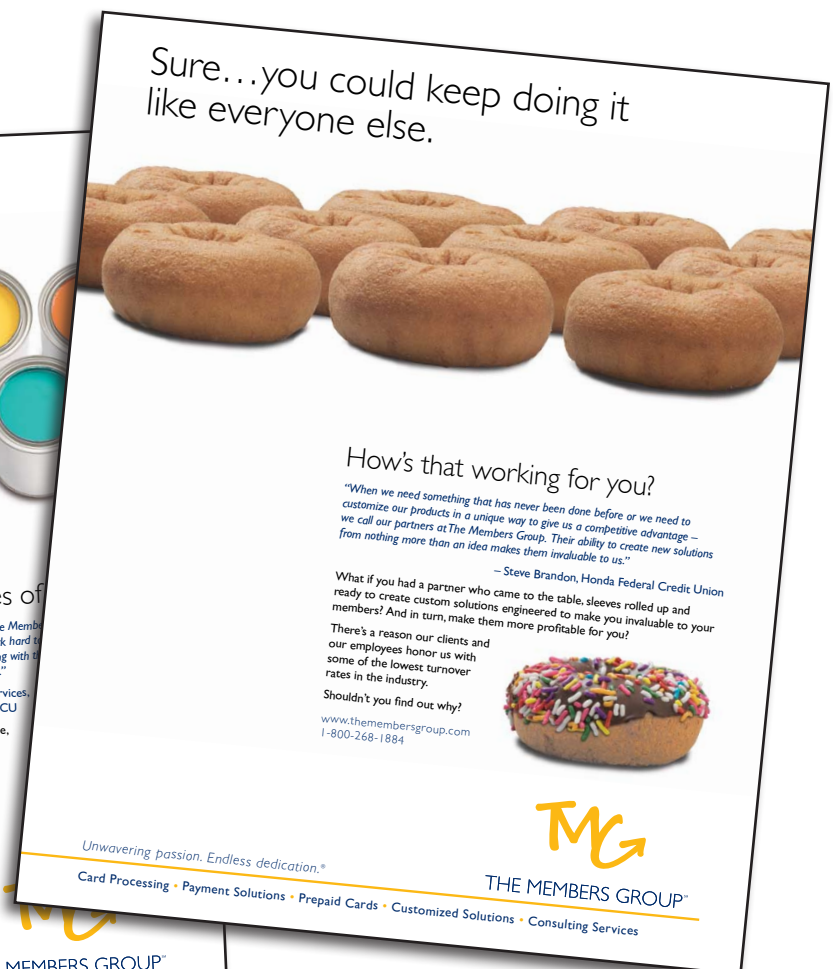
Our clients aren't all the same. Why would we think their solutions should be?

www.themembersgroup.com
1-800-268-1884


Unwavering passion. Endless dedication.®

THE MEMBERS GROUP™

Card Processing • Payment Solutions • Prepaid Cards • Customized Solutions • Consulting Services



Sure...you could keep doing it like everyone else.



How's that working for you?

“When we need something that has never been done before or we need to customize our products in a unique way to give us a competitive advantage – we call our partners at The Members Group. Their ability to create new solutions from nothing more than an idea makes them invaluable to us.”


— Steve Brandon, Honda Federal Credit Union

What if you had a partner who came to the table, sleeves rolled up and ready to create custom solutions engineered to make you invaluable to your members? And in turn, make them more profitable for you?

There's a reason our clients and our employees honor us with some of the lowest turnover rates in the industry.

Shouldn't you find out why?

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