

Fort Worth Community Credit Union

Campaign Platform - Holiday Fast Cash 2020
September 2020

Product Details

Signature Loan

Up to \$15,000

Must be paid back within 12 months

As low as 7.9% APR

Lowest rate of the season

Entire loan process can happen online

Economic Forecast for 4Q- 2020

Will Coronavirus Steal Retail's Christmas?



Syama Meagher Contributor

Retail

CEO/founder of Scaling Retail—a consulting & brand marketing agency

Inc.

NEWSLETTERS LEAD INNOVATE GROW

COVID RESOURCE CENTER

How Covid-19 Will Shape Holiday Retail Shopping in 2020

While the unknowns of the 2020 season are many, you can count on seeing these four trends.

PERSPECTIVES

The Shopper Speaks: So what about the holidays?

Lauren Freedman | May 13, 2020

Past Look & Feel

“Our Holiday Fast Cash campaign is one of our products with the strongest member loyalty. Come October 1st, our members are calling and asking for it.” – BRANDY

**Holiday
FAST CASH
Loans**

as low as
7.9%^{*}
APR

BORROW UP TO \$15,000
12 MONTHS TO REPAY

Apply Today

*Rates as low as 7.9% APR. APR=Annual Percentage Rate. Special as low as rate quoted with payroll paid payments. Offer ends December 31, 2018. Quoted rates are subject to change without notice. Normal credit granting criteria applies. All loans subject to approval. Certain restrictions may apply.

Federally insured by NCUA

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Creative Direction & Inspiration



Holiday Fast Cash



- People are familiar with this campaign!
- We just need to remind them holidays are just around the corner!
- They need fast cash to buy presents!
- Holiday wrapped packages, Santa Claus –simple + fun!
- Bokeh (lights / snow) background (or foreground)
- Festive! Bright!
- Festive typography (let's make a Holiday Fast Cash “logo”)
- Would work as extension on outdoor board

Holiday **FAST CASH** *Loans*

**Fort
Worth
Community**
CREDIT UNION

**APPLY ONLINE
IN MINUTES!**

up to \$15,000

as low as 7.9% APR



Holiday APPLY ONLINE!

FAST CASH *Loans*



**Fort
Worth
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CREDIT UNION

Holiday **FAST CASH** *Loans*

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OUTDOOR BOARD MOCKUP:

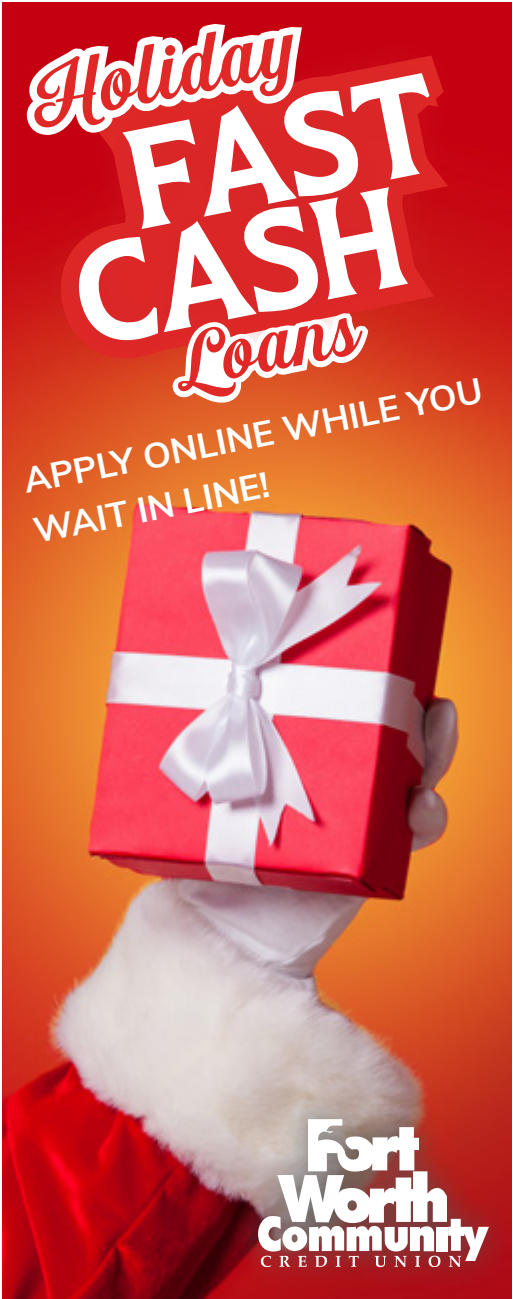


OUTDOOR BOARD MOCKUP:

Holiday
FAST
CASH
Loans



DRIVE-THRU BANNER MOCKUPS:






Holiday
FAST CASH
Loans

APPLY ONLINE!

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APPLY ONLINE WHILE YOU WAIT IN LINE!



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Holiday
FAST CASH
Loans

APPLY ONLINE!



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Holiday APPLY ONLINE!
FAST CASH
Loans



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Holiday
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