



CORONADO
Credit Union



BANKING

Case Study #04:

AN EYE-CATCHING VISUAL BRAND

IDEAS FOR: Financial/Banking, Retail, Restaurant, Healthcare, Professional Services

The market for auto loans and personal banking is extremely competitive, and branding is a key ingredient for success. Coronado Credit Union built its brand on bright colors, smiling faces and an affluent, carefree lifestyle.

Auto loans are a big focus of Coronado's growth and in order to scale their business, they had to grab the attention of new and used car buyers, finance managers and sales people.

-  With an average of **2,805 brand impressions** over the life of the product,¹ pens are an inexpensive, effective and colorful way to get a brand in front of a large number of people.
-  Coronado chose the Vision Brights+ pen which has 11 colorful trim choices and blue EverSmooth® writing ink. The **large branding area** and **full-color wrap** capabilities gave them plenty of room for graphics and loan rate information.
-  Coronado contracted with over 3 dozen new auto dealers over the course of their 6-month marketing campaign, **exceeding their initial target by 56%**.

1. ASI Impressions Study 2016



Item: #PHT - Vision Brights



Full Color 360° Imprint Area: 3.18"x1.6"

Pens are an inexpensive, effective and colorful way to get a brand in front of a large number of people.

