

OPEN YOUR EYES AWARENESS INITIATIVE UPDATE

Nebraska joined the Open Your Eyes Consideration Initiative on September 16, 2019. The Campaign is based on nationwide research that is ongoing and in real time. It is being lifted by brand messaging to help overcome critical obstacles. The digital-first marketing effort is optimized to reach key target audiences, primarily non-members ages 25-34.

Our Open Your Eyes goals are simple:

1. Increase consideration;
2. Overcome credit union myths; and
3. Grow credit union membership over time.

We believe this Consideration model positions us better than any other effort in our history. The formula for success is: Category brand building + individual credit union marketing supported by Open Your Eyes = long term growth.

Our digital first strategy is focused on social media and is being supporting that additional out-of-home efforts, beginning with the Smart Women/Smart Money Conference.

A Great Big Thank You to Our Early OYE Adopters

To date, twenty-seven (27) Nebraska credit unions, plus the League, have made financial commitments to the Open Your Eyes consideration campaign totaling nearly \$200,000.

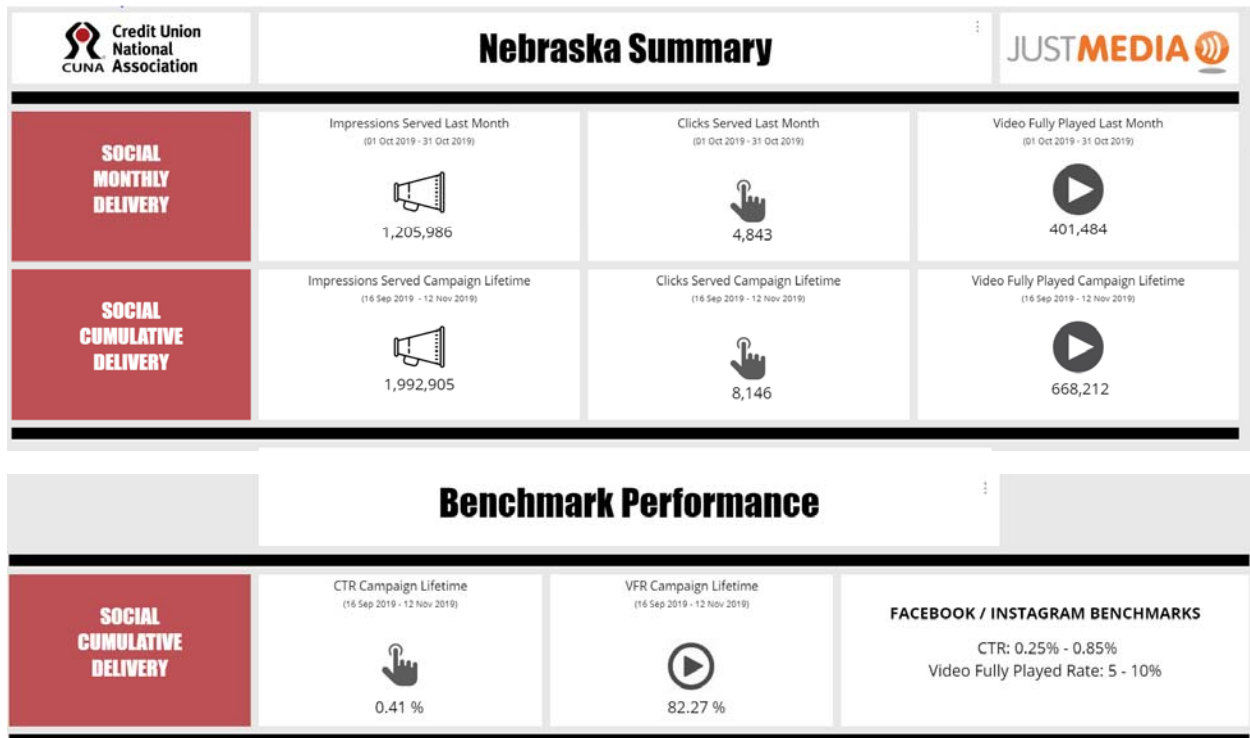
Archer Cooperative CU	Centris FCU	Chadron FCU	Cobalt CU
Columbus United FCU	Creighton FCU	Family Focus FCU	First Nebraska CU
Four Points FCU	Gallup FCU	Hastings FCU	KRD FCU
Liberty First CU	LincOne FCU	Meadow Grove FCU	MembersOwn CU
Mutual 1 st Federal	Nebraska Energy FCU	Neighborhood Comm	North Platte UP
Omaha Douglas FCU	Omaha FCU	OPPD EFCU	Siouxland FCU
Sugar Valley FCU	Trius FCU	University of NE FCU	

Measuring Success

Our shared success will be measured in three ways:

1. Increase in consumer consideration of credit unions measured annually;
2. Digital performance and engagement with our content; and
3. Organic member growth over the long-term.

Metrics are and continue to be an integral part of the OYE campaign. The early returns are in and speak for themselves. Since the consumer digital media targeting commenced in Nebraska nearly 2 million consumers have viewed the Open Your Eyes messaging.



The Smart Women – Smart Money Conference held in LaVista on November 1st provided an excellent opportunity to highlight the Open Your Eyes to a Credit Union consideration campaign. The stated purpose of the event was to offer Nebraska women of diverse ages and circumstances the opportunity to learn the necessary information to take control of their financial lives. The range of backgrounds included young teen mothers to women who are well into retirement. The message of the conference is that it is never too late, or too early, to learn about finances.



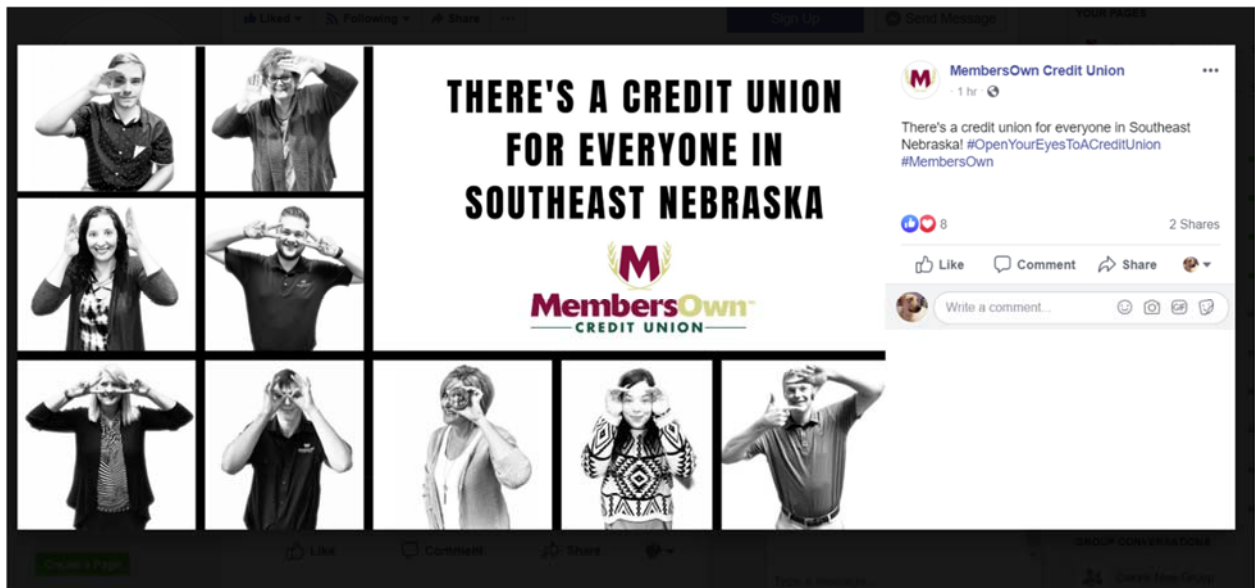
The Conference organizers announced over 800 registered attendees, several of whom stop by the Open Your Eyes booth.

Due to this year's success, next year's Smart Women – Smart Money Conference has been scheduled for August 28, 2020.

Archer Credit Union is opening eyes with its billboard in Central City.



MembersOwn CU is taking to social media to opening eyes in Southeast Nebraska



As our digital consideration campaign continues to spread, it's the local use of the materials that create engagement and, ultimately, membership. As we look to build case studies on how credit unions are maximizing their membership opportunity with Open Your Eyes, we would love to hear success stories that we can document and elevate as examples. Please send whatever details you have our way, and we'll follow up.