

Plastering and Painting Planting and Paving!

Situation

Wave Federal Credit Union's Pawtucket Office, formerly the headquarters of Hasbro Employees Federal Credit Union which merged into Wave, was undergoing a major makeover. When completed Wave wanted to spread the word to the Pawtucket community and particularly its members and friends at Hasbro. Inc.



Client

Wave Federal Credit Union
Warwick, RI

Project

Branch Promotion

Elements

Advertising
Sales Literature
Trade Show Support
Incentives

Approach

To publicize the event HCC/Hudson recommended a month-long campaign of great loan and CD offers, gifts for just visiting, and a chance to enter to win a Bose(R) Wave Radio/CD player. To emphasize the total makeover, HCC/Hudson developed the theme: We've plastered and painted, planted and paved. Now it's time to celebrate.

To emphasize the strong "community roots" of Wave in the neighborhood (50+years) we teamed up with another deeply rooted institution, *the Flower Shoppe* to offer \$15 gift certificates to all who opened up new Wave accounts. We also exhibited at Hasbro's Pawtucket headquarters.

Result

The campaign generated considerable interest, a number of new accounts and good editorial coverage in Pawtucket's local magazine "All Pawtucket All the Time"

Call on HCC/Hudson for your next project!