

Launching and Leveraging the New CO-OP Consumer Brand

A Detailed Guide

Issued: July 2013



Be There. Be More.

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SECTION 1

Why Have We Changed Our Logo?

To members and prospective members, convenient, easy access is one of the strongest benefits your credit union can offer. The nationwide presence of CO-OP's Shared Branch network gives you that strength. Our improved logo makes this advantage more visible and cohesive than ever—helping you better showcase the convenience you offer.

Our new CO-OP Shared Branch logo replaces the previous CU Service Centers "Swirl" logo with a look that clearly establishes the shared branch benefit at a glance.



SECTION 2

Materials Available Free to Your Credit Union

Use these complimentary operational and marketing materials to introduce your members to the new CO-OP branding they'll be seeing wherever they go. You'll also remind them of the nationwide convenience their membership provides. These materials are subject to availability, on a first-come, first-served basis.

**CO-OP Shared Branch
Static Cling Sign**
8" x 8"

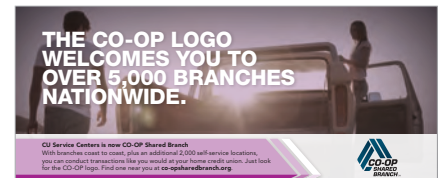


Lobby Poster

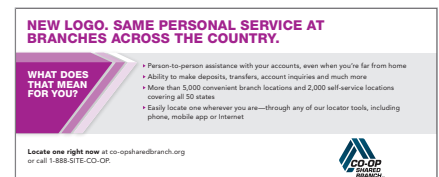


8.5" x 11"

Statement Insert



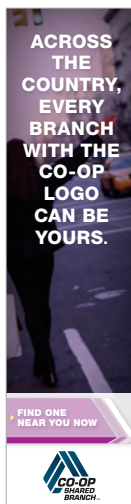
8.5" x 3.5" (Front)



8.5" x 3.5" (Back)

Web banners

Static banners shown.
Animated GIFs are also available.



160x600



300x250



728x90

Newsletter / Email Copy

To download copy you can use in your credit union's newsletter or member emails to call attention to the new CO-OP branding, please see Section 4, "How Do I Get My Materials?"

SECTION 3

Additional Materials Available for Purchase

Enhance recognition of your status as a CO-OP network participant among your own members, as well as visitors from other credit unions. You'll be able to leverage the access you offer by ordering these supplementary marketing items.

Table Top Tents



7" x 5"

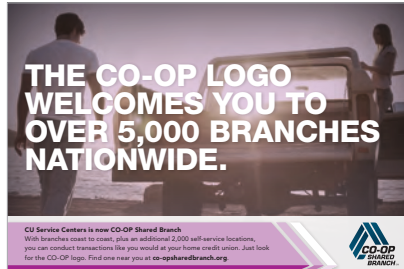


4.25" x 6"

22" x 28" Lobby Poster



Postcard



9" x 6" (Front)



9" x 6" (Back)

Buttons



3" Round



2.75" x 1.75"

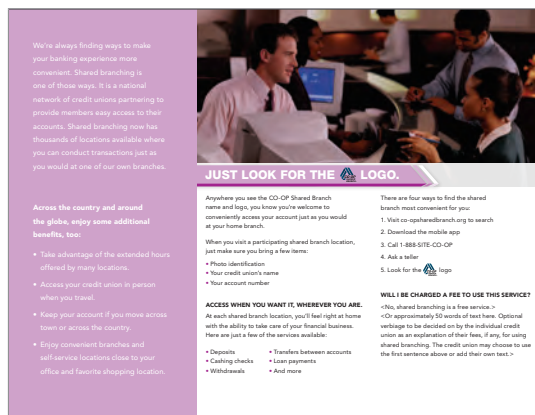
Window Cling



Consumer Shared Branch Tri-fold Brochure



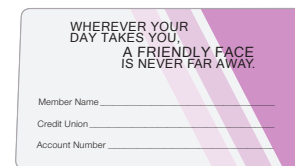
Front



Inside (11" x 8.5" flat)

Consumer Shared Branch Member Instruction Card

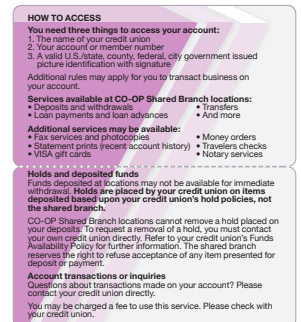
3.5" x 2" Double-sided fold-up card



Front



Back



Inside

SECTION 4

How Do I Get My Materials?

To request digital or printed materials, follow the steps below to order through CO-OP Marketing Portal.

Step 1

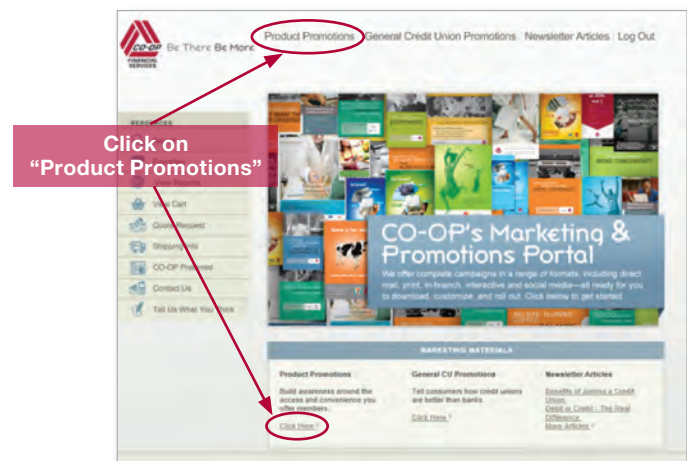
Visit www.co-opfs.org/MarketingPortal and sign in with your CO-OP Extranet username and password, which you can obtain from your Extranet Administrator. If you are not sure who the Extranet Administrator at your credit union is, please contact the CO-OP Financial Services Client Services Department at 1.800.782.9042, option 2 or memberservices@co-opfs.org.

Don't have access to the CO-OP Extranet? [Click here](#) to fill out a form to request alternate access to the CO-OP Marketing Portal. Within two business days you will be notified via email that your account has been set up. Once you receive your account details, use the following instructions to log on to the Marketing Portal:

- Visit <http://www.systemaxsolutions.com/systemax-e-solutions/>
 - Leave “Company” and “Cost Center” blank
 - Enter your email address under “User Name”
 - Enter “coop” as the password

Step 2

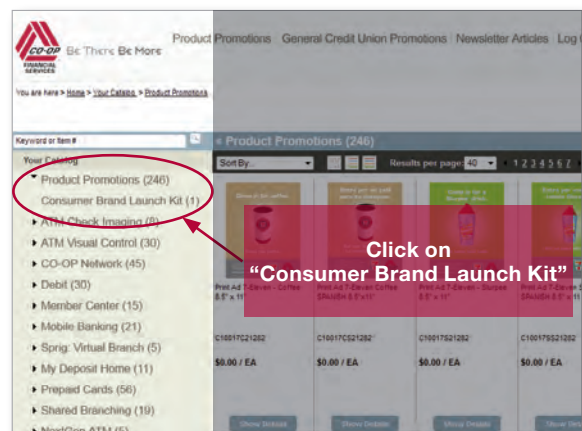
Once you are in the Marketing Portal, click on “Product Promotions”.



Step 3

Once you are on the “Product Promotions” page, click “Consumer Brand Launch Kit” in the left menu. The Consumer Brand Launch Kit includes:

- Download the CO-OP Shared Branch logo in a variety of formats
- CO-OP Shared Branch static cling signs in 8"x8" size (FREE, just pay shipping)
- Statement inserts (FREE, just pay shipping)
- Lobby posters (FREE, just pay shipping)
- Newsletter articles
- Web banners
- Eblast templates
- Postcard templates
- And more



Talking Points

When you're discussing the new CO-OP logo that members will be seeing, two key considerations should guide your responses:

- First and foremost, reassure members that the new CO-OP logo does not signify any change in the member's service, or require any action whatsoever on their part.
- Emphasize the nationwide access and convenience offered by your credit union's status as a CO-OP network participant. And point out how easily the member can find the service they need, wherever they are, just by looking for the CO-OP logo.

To be prepared for questions your members may ask, we suggest you use the following talking points as a guide.

Q: Why is the logo changing?

A: *The new logo will make it easier for you to quickly identify locations offering CO-OP Shared Branch services that fit your particular need.*

Q: When is the logo changing?

A: *You'll see the new logo appearing at different locations gradually over the next year or so.*

Q: Is anything changing at the Outlet/Credit Union Service Center?

A: *No, everything will remain the same except the logo.*

Q: Is there anything I need to do?

A: *No, you don't need to do anything at all. Just keep visiting Shared Branch locations.*

CO-OP Shared Branch Network Locator Website

Is www.co-opsharedbranch.org the new locator site for CO-OP Shared Branch?

Yes, on August 13, a new and improved CO-OP Shared Branch locator site and URL will go live.

What is happening with www.cuswirl.com and www.cuservicecenter.com?

Both URLs will redirect to the new locator for an extended period of time. Credit unions should update all links on their websites and marketing materials that might reference either of these URLs to reflect the new www.co-opsharedbranch.org URL starting on August 13.

Why is the URL changing on August 13?

CO-OP recently announced new consumer branding for the CO-OP Shared Branch network, which includes a new logo to help members better identify shared branch locations. The locator website URL has been updated to align with the new branding of the network as CO-OP Shared Branch.

What is happening with the 800-919-CUSC and 888-CU-Swirl locator phone numbers?

Starting on August 13, both shared branch locator phone numbers will forward to 888-SITE-CO-OP, our new combined locator 800 number, which will include CO-OP Shared Branch locations. Credit unions should update their websites and marketing materials to reflect the new number.

What updates are being made to the locators?

www.co-opsharedbranch.org will include:

- The ability to print a “state-wide” results report
- A search tool for members to find out whether their credit union participates in CO-OP Shared Branch
- Updated content that includes information on:
 - “Credit Unions vs. Banks”
 - “What is CO-OP Shared Branch”

Is the new locator site mobile-enabled?

Yes, one of the features of our new locator is that it is mobile-enabled. Members can enter the new URL onto the browser of their smartphone and be brought to a fully mobile-enabled version of the locator.

How will credit unions be notified of the new site?

As part of the new CO-OP consumer branding launch, credit unions will receive launch kits in July which will contain information regarding the updated locator website and URL. A series of eBlasts are also planned to go out to participating credit unions reminding them to update their URLs.

Will credit unions be provided with technical assistance for updating current web apps, mobile apps, and widgets?

Yes, a technical memo will be included in the launch kits being sent to all participating credit unions with instructions on how to update web and app programming to use the new website/database tools such as the XML API, form submission, etc. New code widgets will also be made available at that time.

Do credit unions need to do anything?

On Tuesday, August 13, all participating credit unions should update any links on their websites to reflect the change. Marketing materials should be updated as well, but as the previous locator URL will redirect for an extended period of time there is not an immediate need to reprint marketing materials.

Continued on next page

CO-OP Shared Branch iPhone and Android Locator App

What is happening with the CO-OP Shared Branch locator iPhone app?

A new iPhone app has been adopted to locate CO-OP Shared Branch locations. The link to download the app is available at www.co-opsharedbranch.org.

Will a CO-OP Shared Branch Android app be available as well?

Yes, a new Android app has been adopted to locate CO-OP Shared Branch locations. The link to download the app is available at www.co-opsharedbranch.org.

Will the “Find Branch” iPhone app continue to work for members that have that app?

Members who have downloaded the “Find Branch” iPhone app will receive a notice to update to the new app.

When will the updated CO-OP Shared Branch locator iPhone app and Android app be available?

The updated iPhone app is now available on iTunes, and the new Android app is available on Google Play.

How can these apps be located by new users?

The apps can be downloaded from the iTunes store or the Android Market by searching for “Credit Union Shared Branch” or “Credit Union Shared Branching”. Users can also access the links for both apps at www.co-opsharedbranch.org.

Is there a fee to download the CO-OP Shared Branch iPhone or Android app?

No, there is no fee to download either app; both are free to users.

Do credit unions need to do anything?

Credit unions should be sure to notify members of the availability of these tools in order to provide the most accessible ways to find shared branch locations.

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CO-OPFS.ORG



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