

# 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 Logos?

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 and ATM networks gives you that strength. Our improved logos make 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.

Our new CO-OP ATM logo replaces the previous CO-OP Network logo to more clearly brand our growing fleet of surcharge-free ATMs.

### FOR SHARED BRANCHES:



### FOR ATM NETWORK:



### FOR ATM/DEBIT CARDS:



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"



**CO-OP ATM Decals**



2.5" x 2.5"



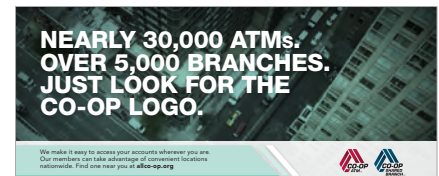
5" x 5"

**Lobby Poster**

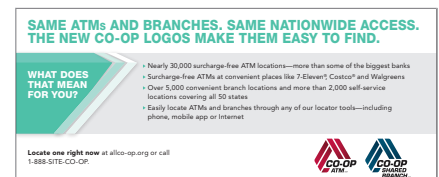


8.5" x 11"

**Statement Insert**



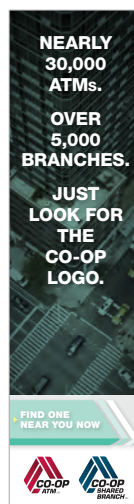
8.5" x 3.5" (Front)



8.5" x 3.5" (Back)

**Web banners**

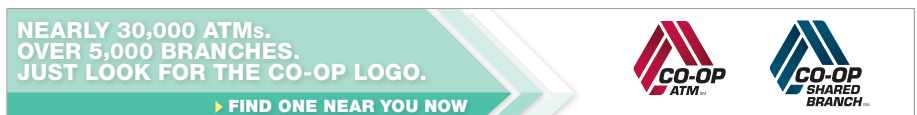
Static banners shown.  
Animated GIFs are also available.



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"

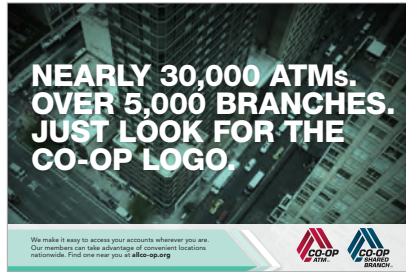


4.25" x 6"

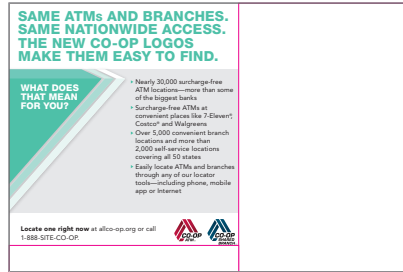
### 22" x 28" Lobby Poster



### Postcard



9" x 6" (Front)



9" x 6" (Back)

### Buttons



3" Round



2.75" x 1.75"

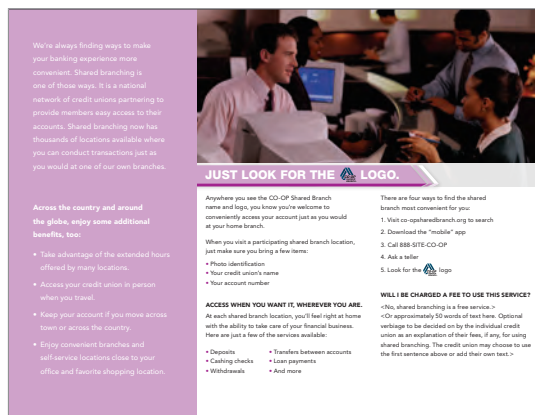
### Window Clings



### Consumer Shared Branch Tri-fold Brochure



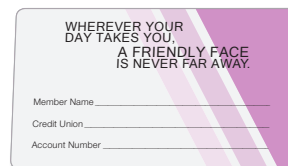
Front



Inside (11" x 8.5" flat)

### Consumer Shared Branch Member Instruction Card

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



Front



Back



Inside

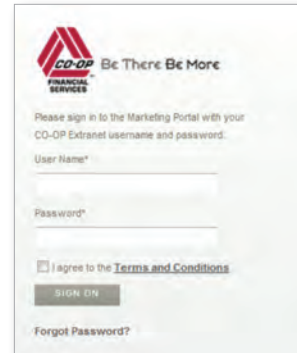
## SECTION 4

# How Do I Get My Materials?

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

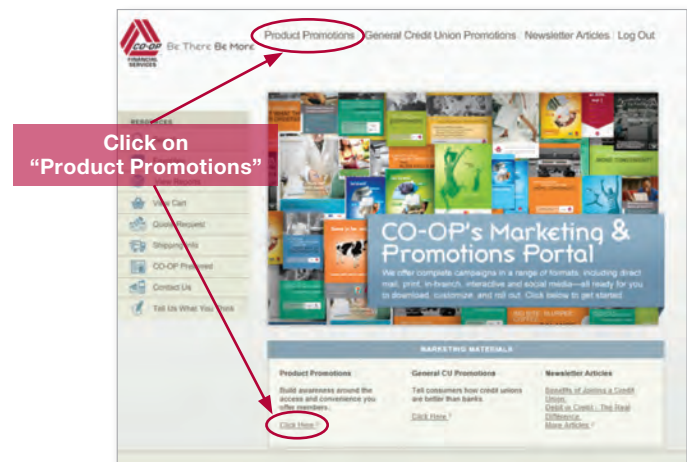
### Step 1

Visit [www.co-opfs.org/MarketingPortal](http://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](mailto:memberservices@co-opfs.org).



### Step 2

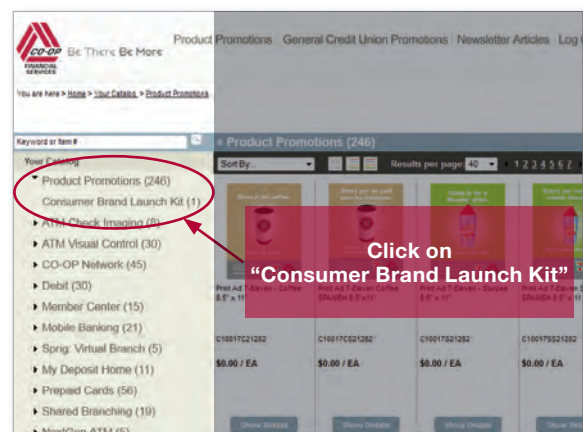
Once you are in the Marketing Portal, click on "Product Promotions".



### 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 and CO-OP ATM logos in a variety of formats
- CO-OP Shared Branch static cling signs in 8"x8" size (FREE, just pay shipping)
- CO-OP ATM decals in both 5"x5" and 2.5"x2.5" sizes (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 logos 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 are the logos changing?**

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

**Q: When are the logos changing?**

**A:** *You'll see the new logos 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: Do I need a new ATM/Debit Card?**

**A:** *No, your current card will still work at machines with the new CO-OP logo. You will receive a new card when your current card expires or needs to be replaced. Your current card will work at machines displaying either 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 and using your card at ATMs as always.*

## CO-OP Shared Branch and CO-OP ATM Network Locator Website

### Is [www.co-opsharedbranch.org](http://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](http://www.cuswirl.com) and [www.cuservicecenter.com](http://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](http://www.co-opsharedbranch.org) URL starting on August 13.

### Will there be any changes to [www.co-opnetwork.org](http://www.co-opnetwork.org)?

Yes, on August 13, a new URL will go live for the CO-OP ATM locator, [www.co-opatm.org](http://www.co-opatm.org).

### Will [www.co-opnetwork.org](http://www.co-opnetwork.org) still work?

Yes, this URL will redirect to [www.co-opatm.org](http://www.co-opatm.org) for an extended period of time. Credit unions should update all marketing materials and other areas that might reference either of these URLs to reflect the new [www.co-opatm.org](http://www.co-opatm.org) URL starting on August 13.

### My credit union participates in both the CO-OP Shared Branch and CO-OP ATM networks. Will I need to list both URLs separately?

No, you will be able to use the new combined CO-OP Shared Branch and CO-OP ATM URL, [www.allco-op.org](http://www.allco-op.org), which will go live on August 13.

### Why are the URLs changing on August 13?

CO-OP recently announced new consumer branding for the CO-OP Shared Branch and CO-OP ATM networks, which include new logos to help members better identify shared branch and ATM locations. The locator website URLs have been updated to align with the new branding of both networks as CO-OP Shared Branch and CO-OP ATM.

### 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 both CO-OP Shared Branch and CO-OP ATM locations. Credit unions should update their websites and marketing materials to reflect the new number.

### What updates are being made to the locators?

Both [www.co-opsharedbranch.org](http://www.co-opsharedbranch.org) and [www.co-opatm.org](http://www.co-opatm.org) will include:

- Separate pages for CO-OP Shared Branch search and CO-OP ATM network search
- 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, CO-OP ATM, or both
- Updated content that includes information on:
  - “Credit Unions vs. Banks”
  - “What is CO-OP Shared Branch and CO-OP ATM”
  - The perks of a surcharge-free network

### Are the new locator sites mobile-enabled?

Yes, one of the features of our new locators is that they are mobile-enabled. Members can enter any of the new URLs 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 websites and URLs. 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 either locator to reflect the changes. Marketing materials should be updated as well, but as both previous locator URLs 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](http://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](http://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](http://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.

*Continued on next page*

## CO-OP ATM Network iPhone and Android Locator App

### What is happening with the CO-OP ATM network locator apps?

CO-OP recently launched an updated version of our current iPhone app **AND** a brand new Android app.

### Why did CO-OP launch an updated iPhone app and a new Android app?

CO-OP is launching the new apps in order to take advantage of the most current technologies and to provide the best member experience. There have been many requests by credit unions and their members for an Android app aside from our existing iPhone app.

To make the popular ATM locator more valuable for members, the new app will include innovative, yet convenient features including:

- A “search by current location” pop-up box upon opening the app
- New and more visually attractive design that aligns with CO-OP’s new consumer look
- More optimized map results with CO-OP logos indicating, or “pinning”, each ATM location
- “About Us” and “View Full Web site” options
- Turn-by-turn driving directions for individual location results

### When will the updated CO-OP ATM network 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 a new user?

The apps can be downloaded from the iTunes store or the Android Market by searching for “CO-OP ATM” or “credit union ATM”. Users can also access the links for both apps at [www.co-opatm.org](http://www.co-opatm.org).

### Will members who already have the CO-OP ATM network locator app on their iPhones have to do anything?

No, the update of the current iPhone app will prompt users of the automatic update and will release the update to their iPhone.

### Is there a fee to download the CO-OP ATM network iPhone or Android app?

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

### How are credit unions being notified of these new CO-OP ATM network apps?

As a part of the new consumer branding launch, credit unions will receive information regarding the updated CO-OP ATM network apps.

### 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 locate ATM locations.

### Who do we contact with any questions regarding any of the updated/new locator tools?

Please direct any questions to the CO-OP Marketing Department at [marketing@co-opfs.org](mailto:marketing@co-opfs.org).

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