



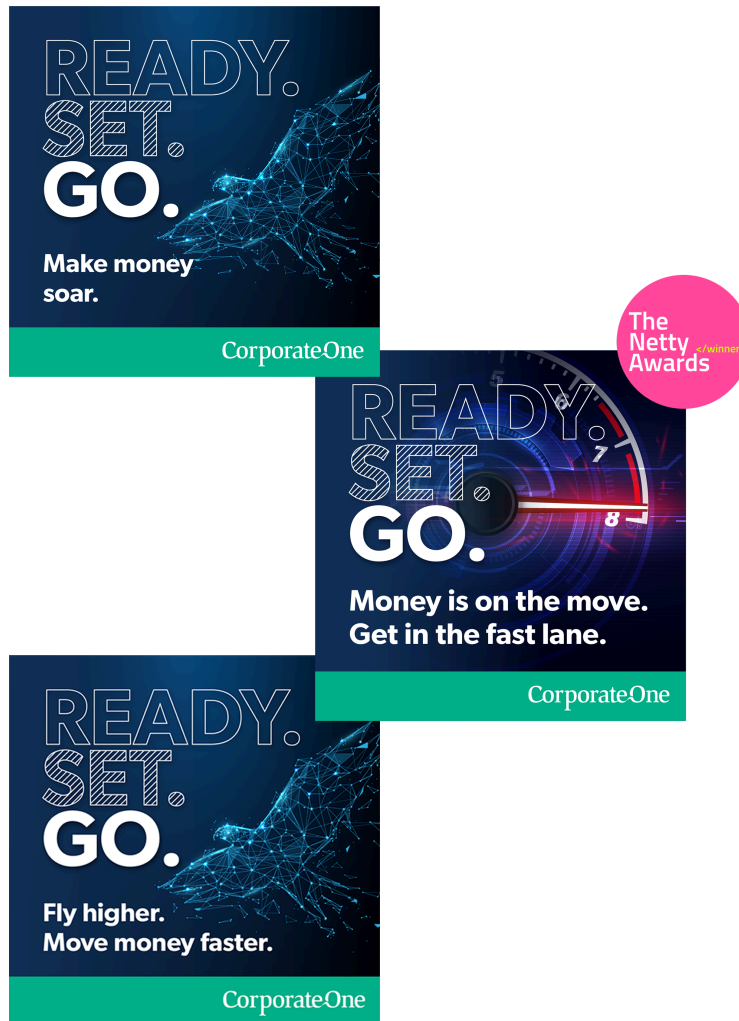
Digital Amplification

How we developed a creative awareness campaign that doubled the client's KPIs

The Ask: Business Challenge

Corporate One, a Federal Credit Union, has been serving the credit union way of banking for almost 75 years. As an organization, they are working to push the industry forward with advancing technologies and solutions that enable their member credit unions to better serve their members, fuel growth and streamline operations. This initiative focused on accelerating adoption of their market-differentiated Immediate Payments Solution.

“We were thrilled with the results of our partnership with Digital Amplification for the immediate payments campaign,” said Chris Schobert, VP Creative Operations & Product Marketing for Corporate One.



Multiple creative ads were developed for a paid social LinkedIn awareness campaign

Marketing Challenge

WHAT: Leverage Corporate One's previous awareness campaign with new creative highlighting contemporary banking insights.

WHO: Connect with credit union key decision makers (C-Suite, IT, Finance) and motivate them to act (middle + bottom funnel tactics).

HOW: Building LinkedIn ads and a website landing environment

Our Solution



Corporate One

READY.
SET.
GO.

Reach new heights
with immediate
payments.

Corporate One has the expertise and technical capabilities to support credit unions transitioning from faster to immediate payments whether on the RTP® network or FedNow® Service.

Education, strategic direction, robust solutions—whatever you need, we can fuel your participation.

Credit unions just like yours are on boarding now.

BAYER HERITAGE
FEDERAL CREDIT UNION

"We saw RTP transactions on the first day in 2022. In 2023, we saw around 11,000 transactions and \$2.8 million coming into the credit union. I think RTP is no longer just an option. You really need to have it in your credit union so you can take care of your membership."

So, let's get started together. It's time.

First Name* Last Name*

Phone Number Email Address*

How can we help you?

I'm not a client I'm not a client

Submit

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 Real-time Payments
 Real-time Payments

Tools
 Real-time Payments
 Real-time Payments
 Real-time Payments

LinkedIn ads and an associated landing page were created for Corporate One Federal Credit Union

<i>Goal</i>	<i>Solution</i>	<i>Impact</i>
<p>Bring awareness and conversion of Corporate One's offering of the Immediate Payments solution for customers payment needs.</p>	<ul style="list-style-type: none"> ● Digital Amplification's creative campaign created the illusion of "new" and high tech. ● Fusing elevated visual elements with a unique graphic treatment developed familiar visual outlines with striking contemporary/digital detail. ● The visuals were designed to evoke movement as personification of the value of Immediate Payments to the target audience; essentially connecting the audience to their constituent's end benefit. ● By evoking movement in the design, we were able to develop a personification of the value of Immediate Payments to the target audience; essentially connecting the audience to their constituent's end benefit. 	<p>Elevated creative elements combined with pithy, uniquely aspirational and focused copy unlocked a problem-solving focus and unmet need in the financial sector's marketplace.</p> <p>The uniquely differentiated visuals were intentionally developed to convey Corporate One's leadership in the industry.</p>

The Results

Smart and insightful creative focused on pushing boundaries while at the same time being relatable and accessible was key to driving the initiative forward in 2024.

Digital Amplification's compelling approach was distinctive in the banking industry and is connecting with buyers. **Visits to the website have doubled and the campaign is beating all 2023 benchmarks (CTR, engagements, and member adoption).**

The campaign won the **2023 Netty Award for Best LinkedIn Campaign**

CorporateOne

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READY. SET. GO.

Shift into higher gear with immediate payments

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“

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”

So, let's get started together. It's time.

First Name

Last Name

Phone Number

Email

How can we help you?

Message

Thank a robot

Submit

Bayer Heritage Federal Credit Union

CorporateOne

Get in touch with us! 888/537-7302

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Solutions: Business, Personal, Commercial

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Payments: ACH, Wire, Mobile

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READY. SET. GO.

Push your payments into overdrive.

CorporateOne

READY. SET. GO.

Money is on the move. Get in the fast lane.

CorporateOne

LinkedIn ads and an associated landing page were created for Corporate One Federal Credit Union

“Their (DA) data-driven strategies and creative content drove significant engagement and positive brand perception for Corporate One’s immediate payments solution.”

Getting to Know You

At Digital Amplification, we listen so we can make a difference.

Point *of Contact*

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Email

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DigitalAmplification.com