

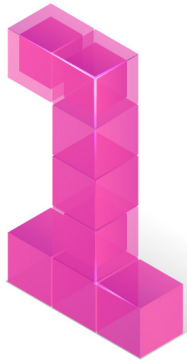
# Motivating action with persuasive creative.

CorporateOne | FEATURED CLIENT

// Digital Amplification's data-driven strategies and creative content drove significant engagement and positive brand perception for Corporate One's immediate payments solution. //

# the **Challenge**

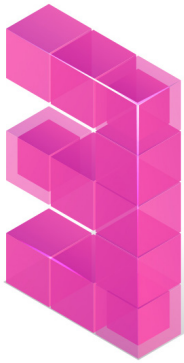
Develop inspiring new creative that resonates and connects with credit union key decision makers and motivates them to act.



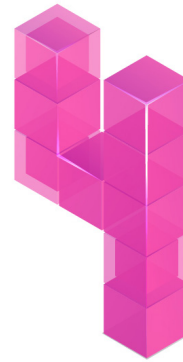
This initiative focused on **accelerating adoption** of their market-differentiated Immediate Payments Solution.



\$58 Trillion **market opportunity** by 2028.



First adopter **Opportunity** for Credit Unions to win/retain members.



**Legacy creative** was not generating interest or motivating action.

# Insight-driven creative wins **hands down**



Leverage contemporary banking **value proposition** to amplify results/adoption.

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Money moves **fluidly** between people and banks and apps 24x7.

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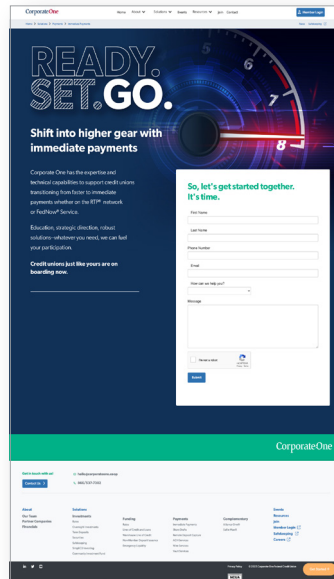
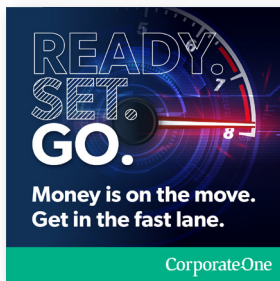
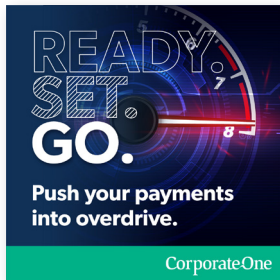
Everyone wants to transact in **real time**.

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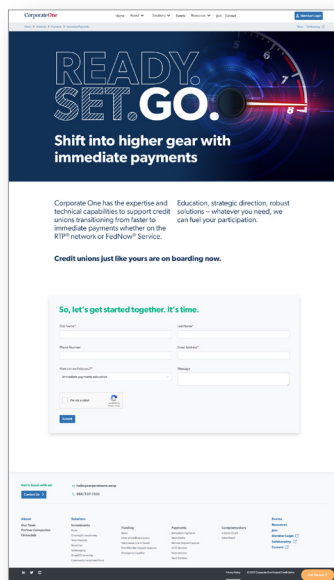
Credit Union's are moving to offer **access** to money moving techniques to win new customers.

# The solution built a new inspiring **product identity.**



Multiple creative ads for integrated awareness campaign.

“New” and high tech projection that fused elevated visual elements with unique graphic treatments.

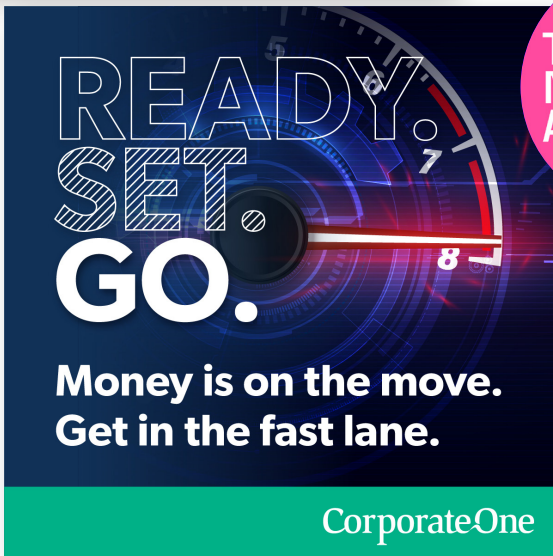


Differentiated visuals were intentionally developed to convey Corporate One's leadership.

Evoked movement, to personify the value and connect the benefit.



This compelling approach was distinctive in the banking industry and connected with buyers.



CTR  2x

WEBSITE TRAFFIC  2x

MEMBER ADOPTION  Record Breaking

WASTED SPENDING  Substantially Lower

CREATIVE  Award Winning



**"We were thrilled with the results of our partnership with Digital Amplification for the immediate payments campaign."**

***Chris Schobert, Corporate One Federal Credit Union  
VP Creative Operations & Product Marketing***





# Getting to know you.

Reach out and see how we can help your business grow.



## Contact Us

DigitalAmplification.com  
(480) 853-7588



## Ryan House

Sr Director, Business Development  
Ryan@DigitalAmplification.com