



EDB – Every Swipe Counts

ACTIVATION BRIEF

This activation brief outlines the strategic approach and key planning considerations for UFCU's Every Swipe Counts Campaign, supporting our annual interchange goal for both debit and credit cards. The initiative will spotlight our Plus Checking and Credit Card products.

INTRO

The "Every Swipe Counts" campaign is a strategic initiative designed to deepen member engagement with UFCU's Plus Checking and Rewards Credit Card products. By highlighting the tangible benefits of everyday transactions like earning a 2.25% APY bonus or accumulating valuable credit card rewards. We aim to inspire members to take simple, rewarding actions that support their financial goals. This campaign not only addresses our interchange performance objectives but also reinforces UFCU's commitment to empowering members through personalized, value-driven banking experiences.

OBJECTIVE

Drive engagement with UFCU's Plus Checking and Rewards Credit Card products by encouraging Members to increase card usage and apply for credit cards that support their financial goals. This campaign deepens Member relationships through value-driven messaging.

- **Key Target:** Credit Seekers
 - High-income professionals (late 30s–40s), balancing career, family, and financial goals. They value flexibility, digital tools, and meaningful rewards. They are motivated by:
 - Tools that support family well-being
 - Seamless digital experiences (e.g., mobile wallets, online banking)
 - Low fees and competitive rates
 - Rewards that feel like progress (e.g., travel, home upgrades)
- **Main Message: "Every Swipe Counts"** - Turn everyday spending into meaningful rewards. Every swipe helps you move closer to your financial goals with rewards that matter.
 - Earn More with Plus Checking - Make 20+ transactions a month and earn a 2.25% APY on balances up to \$10,000.
 - Get Rewarded for What You Already Do - Turn everyday purchases into progress toward your goals—whether it's travel, home upgrades, or more financial freedom.
 - Apply for a Card That Works as Hard as You Do - Enjoy low rates, no annual fee, and bonus points with a UFCU Rewards Credit Card.
 - Plus Checking = Extra Perks - Unlock exclusive benefits like auto loan discounts, mortgage credits, and bonus credit card points.
 - Trusted Local Support - Bank with confidence knowing UFCU is here with personalized, local service.

CHANNELS

Please indicate the channels to be leveraged (double click to check box).



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- | | |
|---|---|
| <input checked="" type="checkbox"/> Database Email | <input checked="" type="checkbox"/> Social - LinkedIn |
| <input checked="" type="checkbox"/> Social - Facebook | <input checked="" type="checkbox"/> Social – X (formally twitter) |
| <input checked="" type="checkbox"/> Social - Insta (Stories) | <input checked="" type="checkbox"/> Website (UFCU.org) |
| <input checked="" type="checkbox"/> Social - Instagram (Feed) | <input checked="" type="checkbox"/> Digital Engage Ad |

ACTIVATION + EVENT DETAILS

ANNOUNCEMENT + CONTENT CALENDAR

CONTENT	DESCRIPTION	DISTRIBUTION
Campaign Launch	Introduce Every Swipe Counts with Plus Checking's 2.25% APY bonus dividends	Email, Organic social, and website
Credit Card Focus	High UFCU Travel and Rewards Credit Card Benefits	Email, Organic social, and Digital Engage Ad

CREATIVE DIRECTION

- **Tone:** Empowering, appreciative, and emotionally resonant
- **Visuals:** Everyday moments (e.g., grocery shopping, family outings) with swipe motion graphics
- **Tagline:** "Every Swipe Counts: Earn More, Do More"



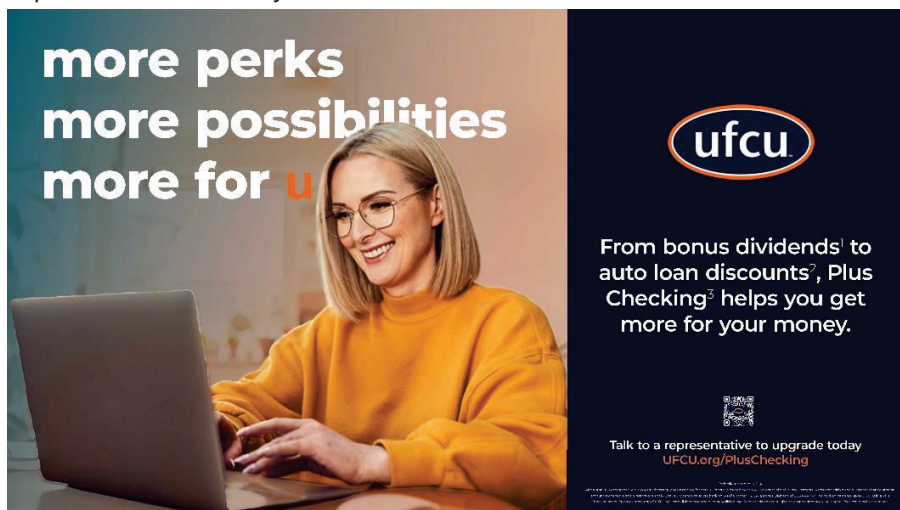
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CREATIVE ASSETS

Inspiration with new layouts:



SOCIAL CALENDAR

CHANNEL	COPY	CREATIVE
TW	Every swipe brings you closer to 2.25% APY. Start earning more with Plus Checking.  	Graphic of a debit card swiping with “2.25% APY” glowing
IG	Tired of low interest rates? Flip the script with Plus Checking and earn 2.25% APY. #EverySwipeCounts	Carousel: 1) Big bank frustration 2) UFCU solution 3) Call to action
FB	You’re already swiping—why not get rewarded for it? Earn more with UFCU.	Member lifestyle photo + overlay text “Every Swipe Counts”
TW	Your credit card should work as hard as you do. Apply for UFCU Rewards and earn on every purchase.	Credit card visual with reward icons (travel, dining, etc.)
IG	Real rewards. Real progress. Real local support. Apply for a UFCU Rewards Credit Card today.	Reels-style video: swipes turning into travel, home upgrades
LI	Meet Maria: A UFCU member who turned everyday spending into a family vacation. #EverySwipeCounts	Member spotlight photo + quote
TW	Last chance to earn your 2.25% APY bonus this month! Make those 20 swipes count. 	Countdown graphic with “20 Swipes = 2.25% APY”
IG Stories	Swipe to see how close you are to your bonus!	Interactive story with progress bar and swipe-up CTA



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EMAILS CADENCE

Subject Line	Focus	CTA
"Every Swipe Counts – Earn Your 2.25% APY"	Plus Checking Bonus	Start Swiping
"Turn Everyday Purchases into Progress"	Credit Card Benefits	Apply Now
"Meet Maria: How She's Building Credit with UFCU"	Member Story	Learn More
"Last Chance to Earn Your Bonus!"	Final Reminder	Swipe Today