



Custom Youth Solutions



LEMMON TREE
MARKETING GROUP

Focus on the Future by Putting Ideas into Motion

The Concern

Premier Federal Credit Union had an idea for their children's program and needed some help to get the project moving. Christina Brocato, Premier Federal Marketing Manager and mind behind the name (P-Puppy Club) and character line-up (P-Puppy, P-Cat, and P-Fish), envisioned a fun and colorful club for their youngest members to be a part of, in hopes of laying the foundation for their future savings and borrowing needs.

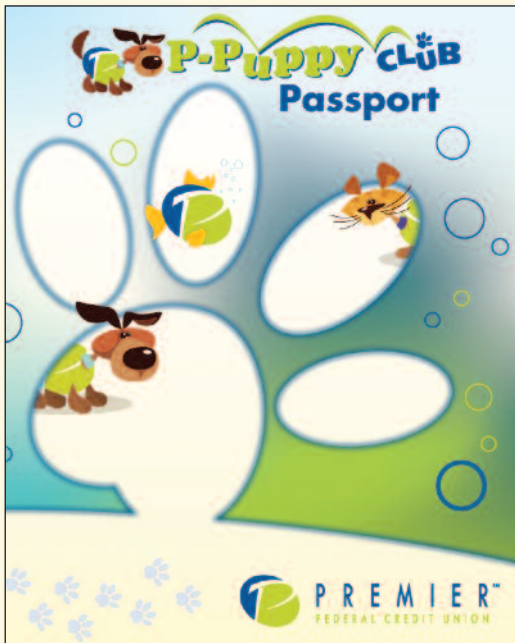
She called LemmonTree Marketing Group to help design and execute the program with marketing materials that would get youth members excited about saving money with the credit union.

The Process

Knowing Christina's goals, LemmonTree was quick to act to design a program that would fulfill her vision of the 'P-Puppy' Club. Through brainstorming and design meetings, pieces were recommended that would best maximize her project budget and appeal to children ages 0-12.

The Solution

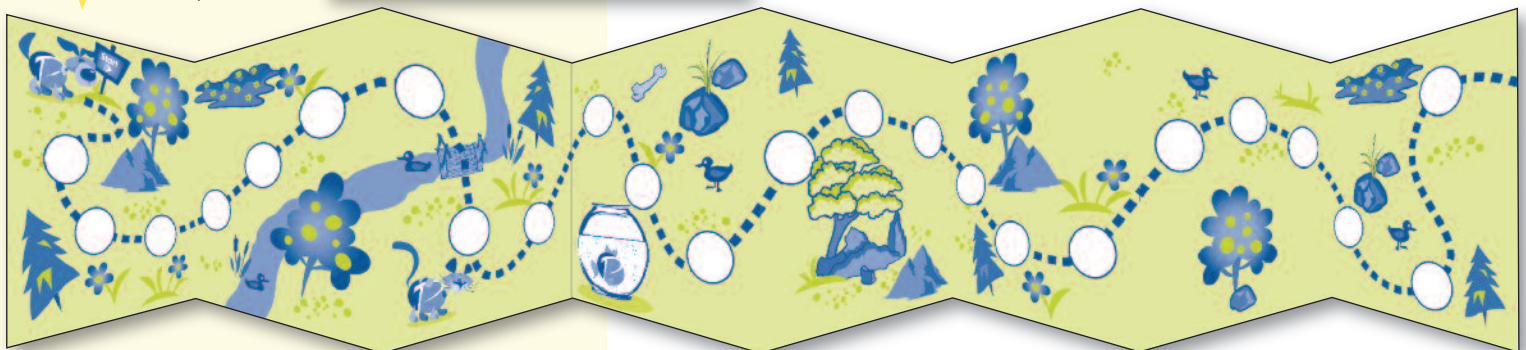
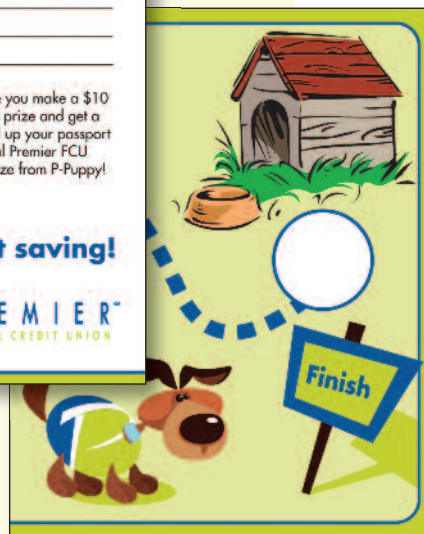
With the strategy and help of the LemmonTree Marketing team, the Premier Federal P-Puppy Club is now a custom youth program that shines as an extension of the Premier Federal brand.



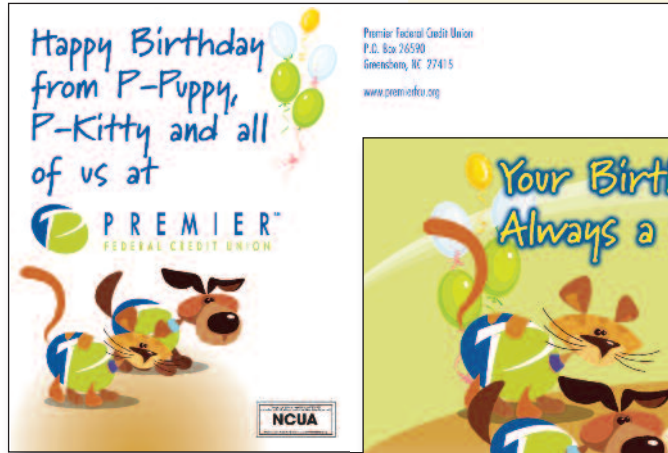
Passport



Inside of Passport



It includes a logo, passport for P-Puppy club members to monitor their savings deposits (with a special “P”- paw stamp), a welcome letter with a membership card for kids’ wallets and purses, and a birthday card to make the youngsters feel extra special on their birthday!



To make it even easier on Brocato, LemmonTree helped coordinate everything from start to finish, design to print.

“The stamps are the most adorable things ever! And the ‘P’ shows up perfectly!” Brocato shared.



▲ Birthday Postcard

The Results

“WE LOVE IT! You definitely met our expectations. What a good decision we made in working with you!” commented the Premier Federal marketing team.

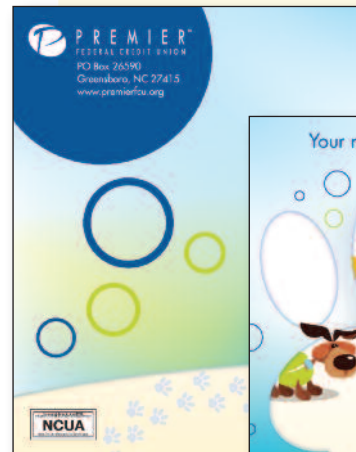
The Credit Union is excited to have the materials and building blocks they need to develop the program with the LemmonTree Marketing team available for fun add-ons.

There’s More

Coming next in working with LemmonTree will be a P-Puppy Club newsletter, custom online games and a custom teen program with a microsite for financial articles, resources, and more!

“We get very excited every time we get something from LemmonTree, because it’s great!” said Brocato.

Interested in capturing the future of your Credit Union? For a custom, branded program designed especially for your credit union, **call the LemmonTree Marketing team today!**



▼ Welcom Card with Membership Card



For over 25 years, LemmonTree Marketing Group has developed custom youth, teen and young adults programs for client credit unions. Having provided support to nearly one hundred programs from scratch or working with existing programs, LemmonTree has assisted clients for many years with packaging financial services for different age groups. From creating names, logos, and characters, to designing the program elements, LemmonTree has the expertise and creativity to bring a branded program to life.



Children's Programs



Young Adult/Teen Programs



LEMMONTREE
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