



Success Story: Branded Reward Checking



“The marketing services that LemmonTree has provided FFCU are exactly what we wanted and needed. We are ecstatic with your timely and professional services and you’ve been an absolute joy to work with. So thank YOU for all that you’ve done in such a short period of time – you’ve been of extreme value to us and we’re very, very pleased. We look forward to a long lasting relationship with LemmonTree, so thank you again from the bottom of our hearts.”

*Gladys Lars
Vice President of HR & Communications
Foothill Federal Credit Union, CA*

The Issue: The credit union developed a new rewards checking program and needed a name, logo, and promotional pieces to roll out the new product to members.

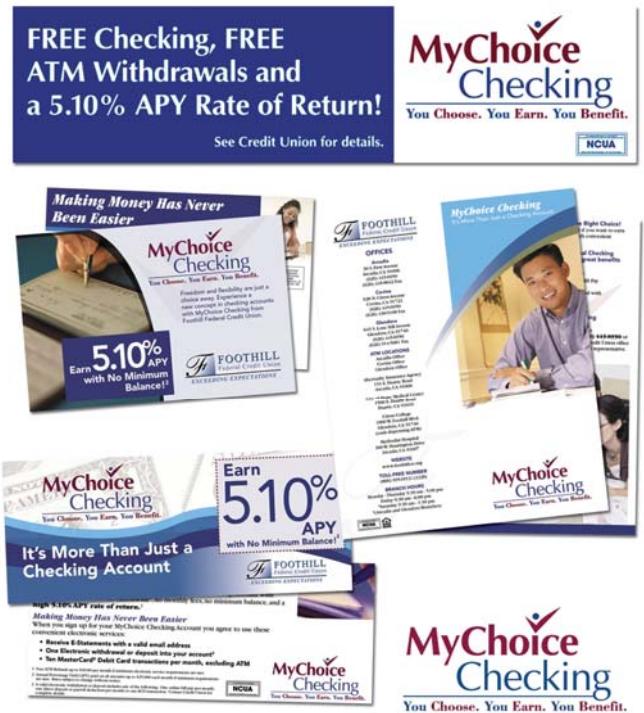
The Solution: LemmonTree worked closely with FFCU to develop:

- A well researched name, tagline and logo design that would resonate with members
- A full campaign to roll out the new high yield checking product, including:
 - Postcard
 - Brochure
 - Banner
 - Statement stuffer
 - Lobby poster
 - Tent card
 - Movie theatre ad
 - Online flash file

The Results: A successful new product and brand extension that can stand the test of time!

Visit www.lemmontree.com/portfolio to see the Movie Theatre Ad or www.foothillcu.org to see it on their website.

When you want results...
add our team to yours!



**We Marketing
You'll The Results**

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