



Success Story

Branding Image Development

Michigan First CREDIT UNION

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ISSUE: Name change from Detroit Teachers Credit Union to Michigan First Credit Union.

GOAL: The goal is to evoke a positive emotional response from members regarding the name change and establish a motivation in the minds of potential members to use Michigan First Credit Union.

SOLUTION: Developed new logo and positioning statement to emphasize longevity and enhance growth. Created an ongoing marketing campaign implementing the new logo and positioning statement in direct mail, signage, web site, newsletters & collateral.

First Campaign Example:

- **Mailed:** December 2002
- **Targeted:** 7,000 households for a Home Equity or Mortgage Loan
- **Profile:** Ages 30-59, with a total household balance (deposits and loans) over \$5,000, no Home Equity product

Results: “When my credit union board decided to pursue a name change, I wanted to work with a firm that could take us through the entire name change process as smoothly as possible,” commented Michael Poulos, President and CEO of Michigan First Credit Union (formerly Detroit Teachers Credit Union). “During my career, I had turned to Nicki and her LemmonTree team several times and knew they had the expertise, to help move us through the process and develop a new, sophisticated corporate identity while gaining the members' acceptance.”



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Actual Response: 96 Home Equity Loans, \$2,222,525, at an average of \$23,182

Additional Business: By June 30, 2003, from households in mailing:

- Total new loan dollars: \$5,682,959
- Total new deposit dollars: \$4,250,899

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