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Dallas, TX, Nov. 7, 2013 – Dallas Credit Union drew in over 330 registered players, or 5% of the membership, for its 1st interactive Web scavenger hunt game. Using Benjamin Franklin as inspiration in honor of the unveiling of the new \$100 bill, players were encouraged to build something Mr. Franklin never invented for himself – an automobile. Over a six-week span, participants searched DCU's website for 10 puzzle pieces. After each piece was found, the player was entered into a drawing for a prize worth \$100. Each player that found all ten game pieces was also entered into the grand prize drawing for \$1000 cash.

The credit union had three goals for this web hunt – to increase visitors and pageviews on the credit union web site and to increase the number of likes on DCU's Facebook page. All goals were exceeded; DCU saw a 19% increase in unique visitors, and a 41% increase in pageviews. The credit union also saw an increase of 42% in Facebook likes during the promotion period.

"We thought an online scavenger hunt would be a great way to educate our members and community at large about all the products and services DCU offers," said Marketing Officer Shellye Carpenter. "We've had several members tell us they didn't know about products like GAP and Extended Warranty coverage, but learned about them through the scavenger hunt," she added.

Members emailed and left enthusiastic comments on the credit union Facebook page. On the first day of the promotion, Christina M., a member, wrote, *"...What an awesome and fun way to get everyone a bit more familiar with your website!! I have been using it for years, but I have gone to areas I didn't even know you all had because of this game. Keep up the awesome work!!"*



Because of the success of the Web scavenger hunt developed by Code Green (www.codegreen.org), other parts of DCU's website have experienced dramatic increases in traffic as well:

- Membership/Member Testimonials: 1,217% increase
- Membership/About DCU: 321%
- Loan Rates: 144% increase
- Loans/Credit Cards: 130% increase
- Membership/Apply Online: 119% increase

In addition to the \$1000 cash prize, DCU awarded gift cards to restaurants, movie theaters and local attractions worth \$100 each to 10 winners. With over \$46 million in assets, Dallas Credit Union is a full-service financial institution celebrating its 65th Anniversary in 2013. DCU serves 6200 members from two locations in the Uptown and Downtown Dallas areas. For more information, please visit www.dallascu.org.