



FOR IMMEDIATE RELEASE

CONTACT:

Mike Lawson, DML Communications
(760) 845-8146 or dmlcomm@gmail.com
Jason Green, Code Green, LLC
(301) 652-1245 or jason@codegreen.org

SCU Attracts Members Young and Old with Web Hunt Marketing System

Using Code Green's Web Hunt Marketing System, State Credit Union promoted its new website – increasing average webpage views by 54 percent and increasing new visitor traffic by 75 percent.

Alexandria, VA – August 11, 2009 – State Credit Union (SCU) (\$400 million; 82,000 members; Columbia, SC) leveraged Code Green's CU Web Hunt website marketing system to increase page views among its web audience, reach out to a younger audience, and encourage non-members to learn more about the credit union during a ten week period ending in June. SCU's first campaign contest started on March 30, 2009, with its fifth and final contest concluding June 8, 2009. Each contest ran for two weeks, with contest period drawings being held following each contest's completion.

Code Green's CU Web Hunt System (<http://www.codegreen.org/cuwebhunt>) works by using a credit union's entire website as the "game board" for a site-wide interactive treasure hunt. A Web Hunt campaign provides incentives for members to explore all around a credit union's website in search of interactive game piece icons, all the while exploring the credit union's great rates, services, and strategic pages. SCU's Web Hunt contest was promoted through multiple marketing channels, challenging visitors to find game pieces hidden on 10 different web pages within the credit union website.

SCU's campaign was focused on increasing usage and awareness of their recently redesigned website and increasing exposure for particular product and service pages. The system created a significant jump in traffic on each of the pages where a contest game piece was "hidden." SCU also increased its average page views by 54 percent from 1.83 to 2.81 per visitor during the contest period. For new visitors, page visits increased 75 percent from 2.23 to 3.90 per visitor – clearly encouraging potential new members to get to know the credit union better.

"We liked the fact that we could specify and vary the web pages we wanted to promote with Code Green's Web Hunt program," states Scott Shealy, E-Commerce Products Manager for State Credit Union.

“By segmenting the contests, our participants were given more chances to win, as well as giving us more of an opportunity to showcase our website and State Credit Union’s products and services.”

State Credit Union implemented a new website in October 2008, and because of this, it wanted to encourage its members and prospective members to spend more time exploring it. Additionally, because SCU does not have a formal program to attract and retain its younger members yet, it wanted something that would be appealing to them in the short term.

For its recent contest, SCU chose to give away a Nintendo Wii™ base gaming console, Wii™ Play, and Wii™ Sports video games, two controllers, and the WiiFit™ and WiiFit™ Balance Board as the grand prize for each contest, thinking that it would attract a younger audience with that prize. Surprisingly, winners that were randomly selected did not all fit that criterion. The pleasant surprise showed that members of all ages and backgrounds found the interactive and fun nature of the contest appealing. SCU also did not limit its contest to just its members, encouraging non-members to learn more about the credit union in hopes of attracting them for membership.

“With the economic conditions of 2009, there has been less desire for long-term product advertising,” Shealy explains. “This contest has given us something to keep up our awareness level without tying us in to specific products.” SCU used internal collateral, statement and phone messaging, some direct mail and radio, and experimented with Google ad words to promote participation in the contest.

“The Web Hunt campaign has been a positive message during a difficult economic time,” he adds. “It gave us the ability to highlight our financial counseling and education services when South Carolina’s unemployment rates were second-highest in the nation. It was heartwarming to reward our first winner — a 65 year-old grandfather, raising his two grandchildren, who had entered in hopes of winning the Wii™ for them.”

In addition, Shealy says the contest has been a great conversation starter in business development efforts and in some of SCU’s outbound calling efforts – especially in calls it makes to youth members when they reach their 18th birthdays.

According to Shealy, SCU saw a mix of about 80 percent existing members and 20 percent non-members playing the game. The credit union didn’t have demographic statistics on the players, but its member winners were older than it expected – which may just be reflective of its generally older member audience.

“We’re pleased that our Web Hunt campaigns had such positive impact on State Credit Union’s members and even potential members,” says Jason Green, CEO of Code Green, developer of CU Web Hunt. “We created the Web Hunt system to cost-effectively draw people into a fun and engaging interaction with the credit union to discover its wide array of products and services that meet their individual financial needs. It’s a great way to help launch a new website or even to celebrate an anniversary or other important credit union events. We look forward to creating more interactive contests with SCU and other credit unions.”

About SC State Credit Union

Founded in 1952, SC State Credit Union is headquartered in Columbia, South Carolina. With 17 branches throughout the state of South Carolina, SC State Credit Union has over 82,000 members and over \$400 million in assets. For more information, visit [www. www.scscu.com](http://www.scscu.com).

About Code Green

Code Green™ is a marketing technology company focused on the specific needs of credit unions. In addition to the CU Web Hunt marketing system, Code Green is the creator of the BranchMap ATM and branch locator tool, and also provides a variety of other data-driven marketing services and web technologies for credit unions. Please visit www.codegreen.org for more information and interactive demonstrations.

###