

== CASE STUDY ==

== CLIENT ==

Full-service financial institution.

== PROBLEM ==

Competing with large, national financial institutions.

== SOLUTION ==

A series of targeted postcards that are customizable for each mailing.

== RESULTS ==

Greater results for their money with less effort.

FIRST FLIGHT FINANCIAL INSTITUTION

First Flight Federal Credit Union is a full-service financial institution with more than 38,000 members across the state of North Carolina. Their competition is national credit unions and traditional financial institutions such as banks and savings and loans.

First Flight's challenge was being able to work within the regulations imposed upon Credit Unions in terms of product offerings, target audience, and message, while competing with larger, national financial institutions.

They had internal resources – designers, database managers and marketing experts, but were stretched too thin to produce marketing on a large scale and didn't have the production capability to do variable data, printing and mailing.

After careful consideration, First Flight chose to focus their marketing efforts on cross marketing products to their existing customer base with a new brand identity and new, first class graphics that would get them noticed.

Mail Print created three 5.5 x 10 postcards for each of six product lines targeted to current members as identified by their psychographic groups (youth, middle aged, luxury). Each postcard was created so that most text boxes, headlines, pictures and disclaimers can be changed online for full control by First Flight. This virtually eliminated their design costs for campaigns going forward, and all printing and mailing is taken care of quickly, efficiently and affordably by Mail Print.

First Flight's Executive Committee was amazed at the creative work, which projects a professional and high-quality image that allows the credit union to compete with larger financial institutions.

With the program from Mail Print in place, the First Flight marketing staff is freed to pursue other projects, saving valuable time and money.

