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Allegacy Federal Credit Union Launches New Ad Campaign, “Unlike Your Bank”

Winston-Salem, N.C., September 9, 2011 – Allegacy Federal Credit Union, one of the largest credit unions in North Carolina, launched a new advertising campaign today, *Unlike Your Bank*, placing the credit union on television for the first time in its 44-year history.

The brand campaign offers humor to communicate the credit union’s message of better rates and fees as well as the fact that membership is open to anyone.

“This is the most assertive, creative brand campaign Allegacy has done,” said Cathy Pace, president of credit union division, “Many folks are not aware of the many benefits of Allegacy, so we decided to focus on the major ones – membership, fees, and loan rates. Most consumers are feeling the financial pinch these days so we feel this is an opportune time to let the community know the benefits of becoming a member.”

The Allegacy campaign, which includes television, print, online and outdoor media components, will be focused in the Triad area and has a unique website, UnlikeYourBank.com. The ads push the messages of “rates that won’t drain you”, “no more painful fees” and “anyone can join.”

“The new campaign builds on the momentum that some consumers are simply not happy with their financial institution in general,” said Rick Leander, senior vice president, chief strategy officer. “We want our community to know that Allegacy is growing and providing lending opportunities.”

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Allegacy's ad campaign will tout its aggressive offerings of new or used car loan rates as low as 2.99%, the ability to borrow up to 100 percent of home equity, free SmartRate checking and ATM dividends and refunds.

"We want the overall takeaway of this campaign to reiterate our mission. Our role as a financial institution is to help members make smart financial choices and we live out that promise to our members every day." said CEO/president, W.K. (Ike) Keener Jr.

About Allegacy

Allegacy is one of the largest credit unions in North Carolina, with members throughout the world. Founded in 1967 in Winston-Salem, Allegacy has a broad membership base open to anyone in our community. Current members also include the employees, retirees and families of more than 550 companies throughout the country. Allegacy offers virtually all personal and business financial services. Allegacy Financial Centers are concentrated in the Triad area with 14 convenient locations and six high school student-run credit unions in the Winston-Salem/Forsyth County School system. For more information, visit AllegacyFCU.org.

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