

EMPOWER FEDERAL CREDIT UNION

More Ways to Say **Yes**



FIND OUT ABOUT
ALL THE WAYS WE CAN SAY



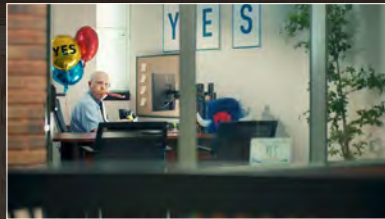
More Ways to Say 'Yes.'

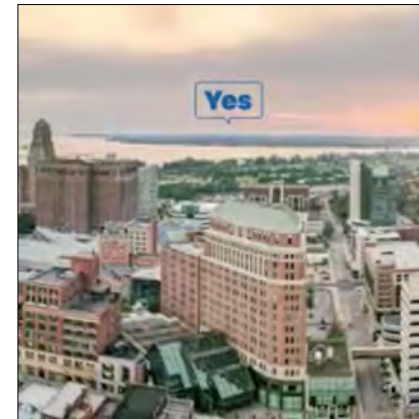
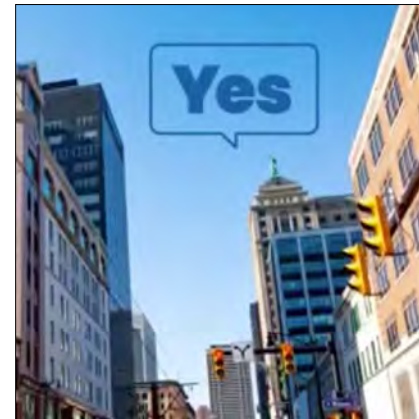
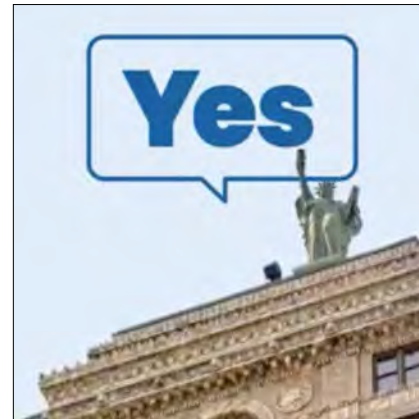
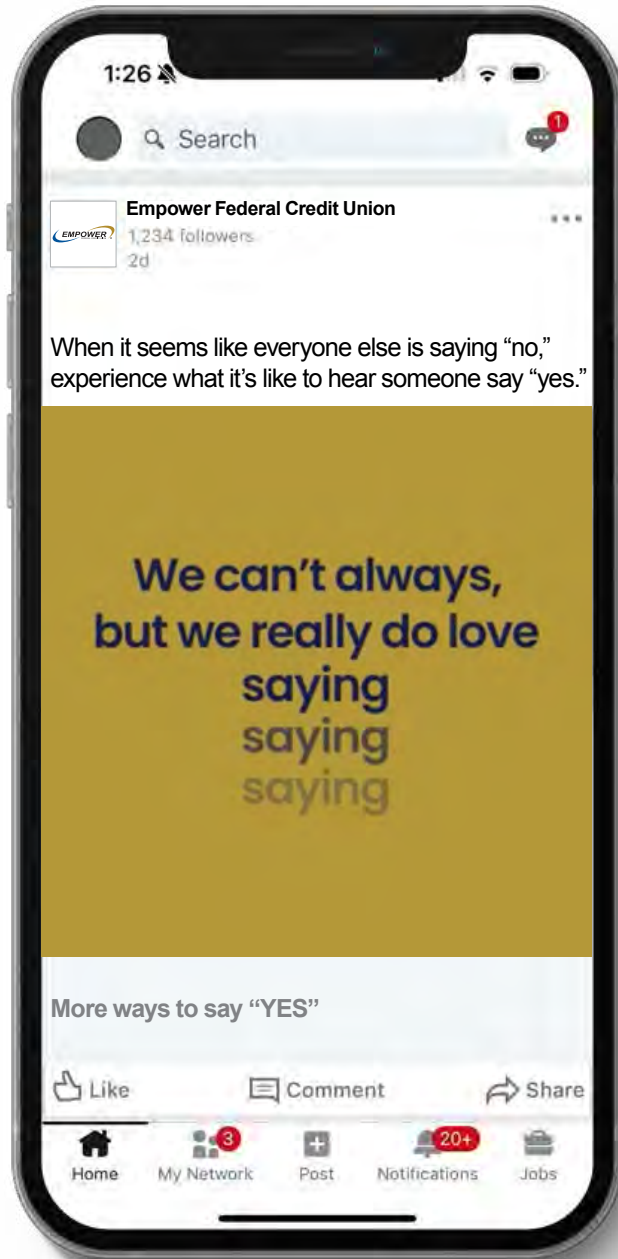
Empower Federal Credit Union

In a world where banking should provide security and opportunity, many—especially young adults, those with low credit scores and minority communities—often feel overlooked, underserved or excluded by traditional financial institutions. Limited access to credit, lack of financial education and deep-seated mistrust make it difficult for them to envision a secure financial future. Many of these individuals have faced “no” so often that they feel locked out of financial stability entirely, perpetuating cycles of poverty and insecurity.

As **Empower Federal Credit Union** aimed to strengthen its brand in Syracuse and introduce it in Buffalo, they saw this troubling reality as an opportunity. The mission was clear: to make banking accessible, transparent and inclusive for everyone—especially the underbanked. By positioning the brand as a trusted, understanding partner in Syracuse and Buffalo, New York, we set out to bridge divides, build trust and empower these individuals and communities to take control of their financial futures with a partner who not only understands them—but is genuinely rooting for them.

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BRAND SOCIAL POST

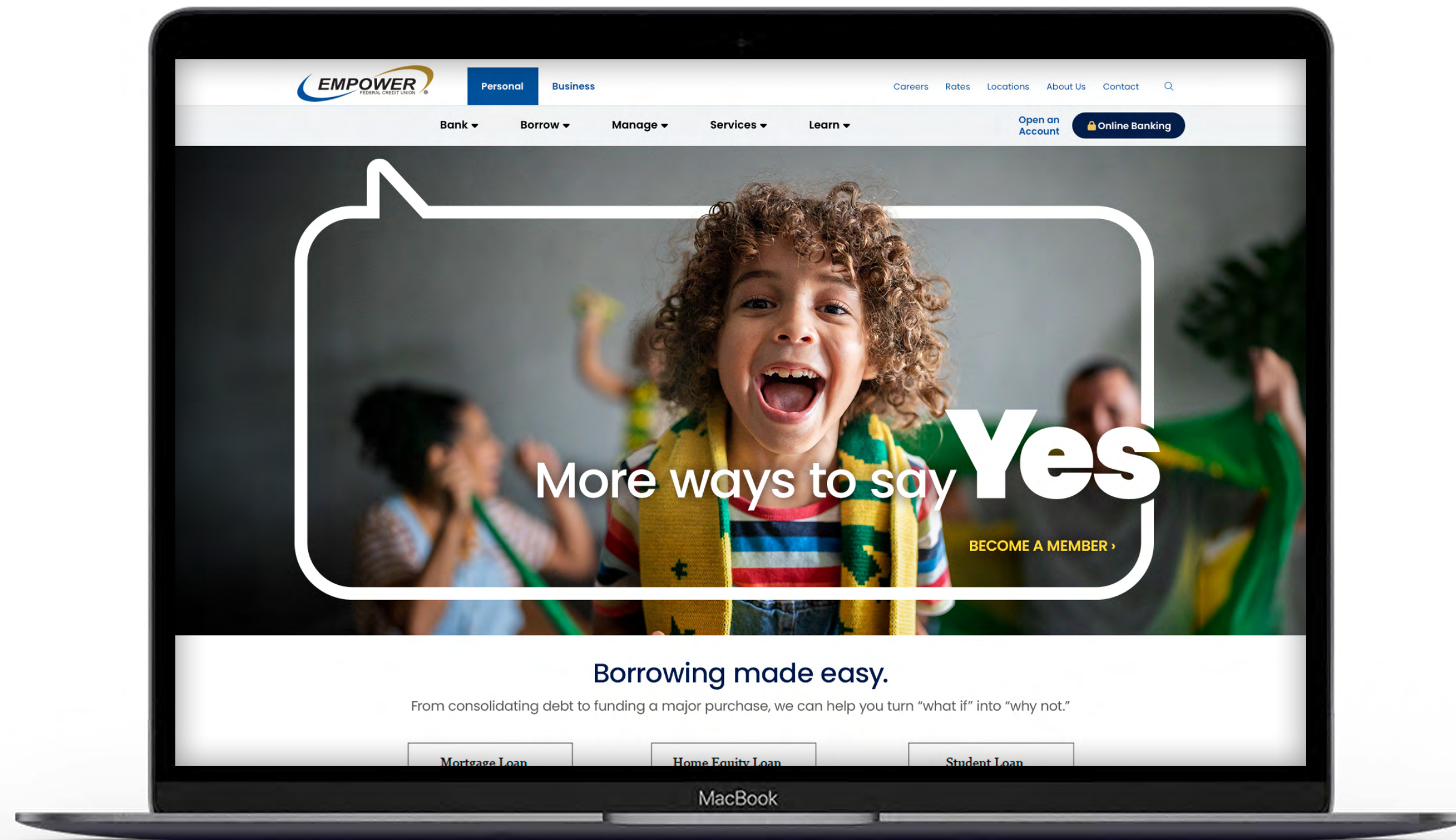
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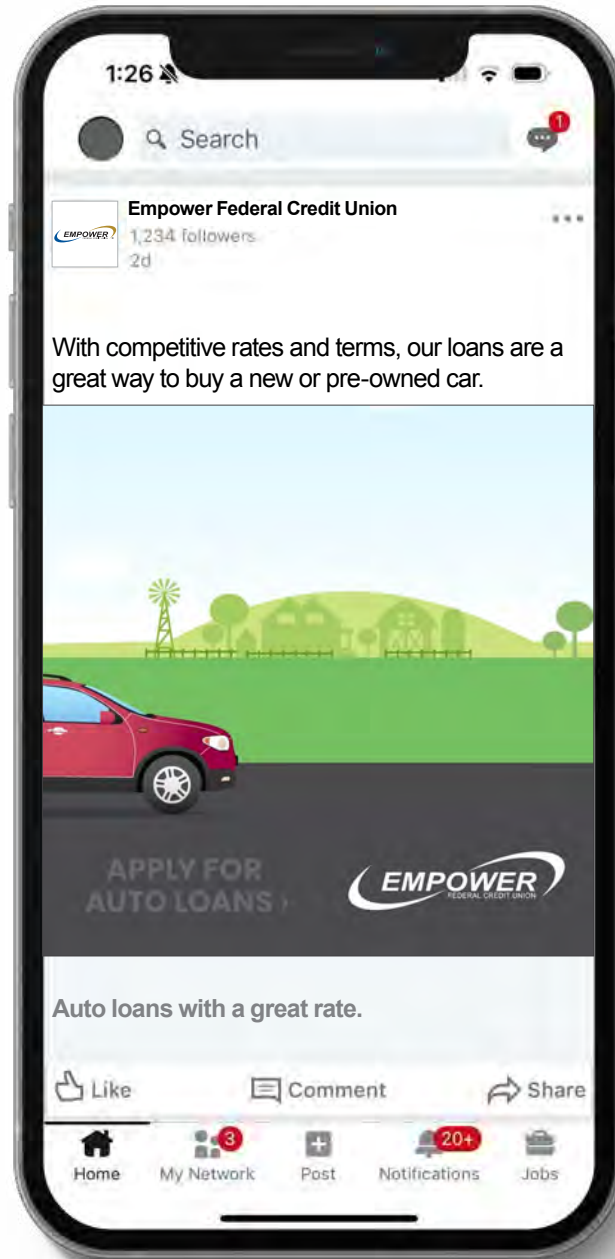


BANNER ADS

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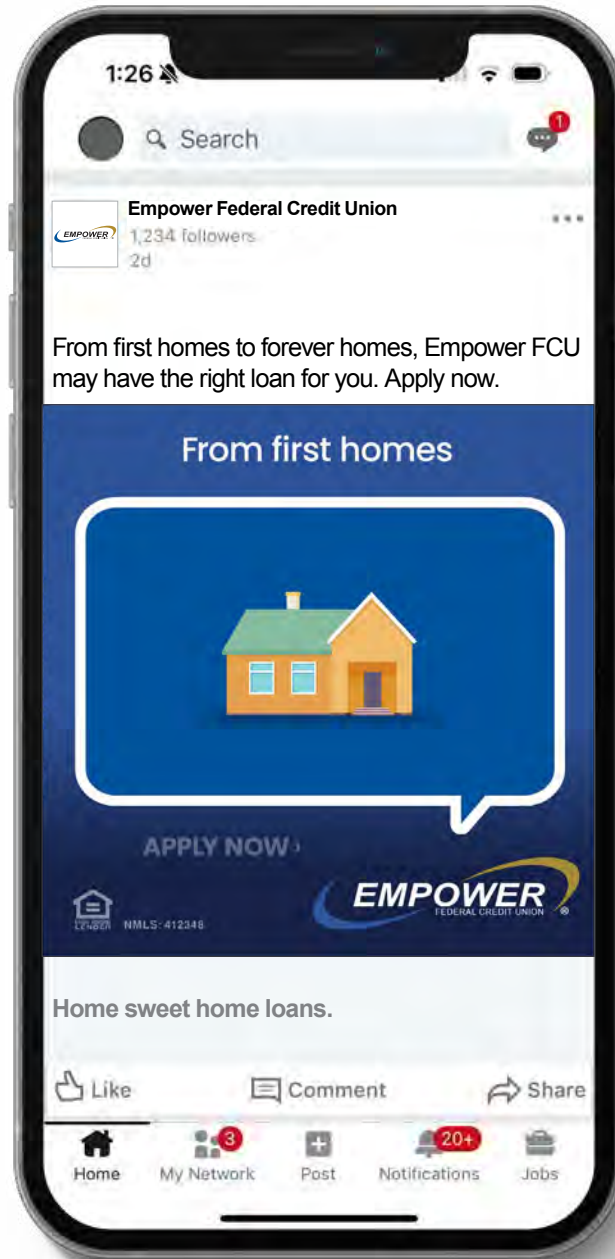
Programmatic





AUTO LOAN SOCIAL POST

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MORTGAGE LOAN SOCIAL POST

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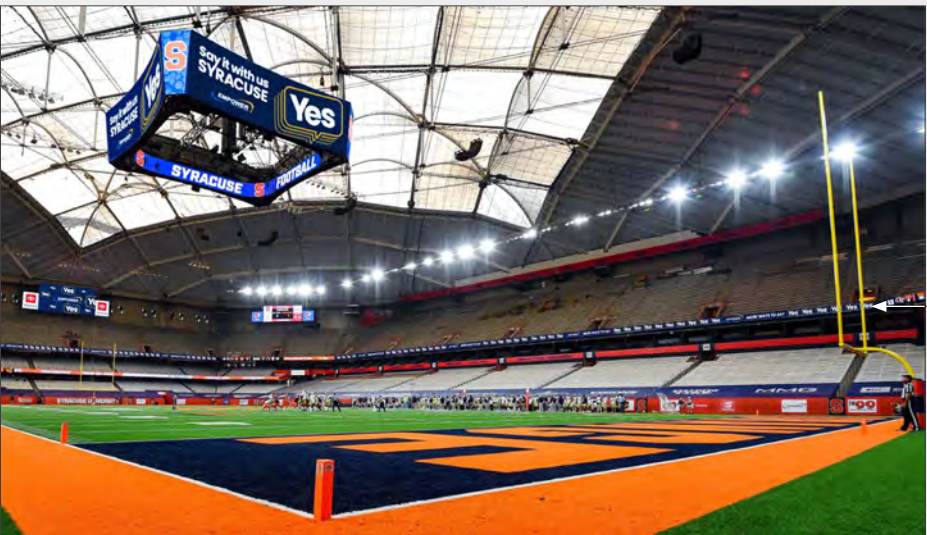
HOLIDAY LOAN BANNER AD

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SYRACUSE CRUNCH HOCKEY SIGNAGE



SYRACUSE ORANGE FOOTBALL SIGNAGE



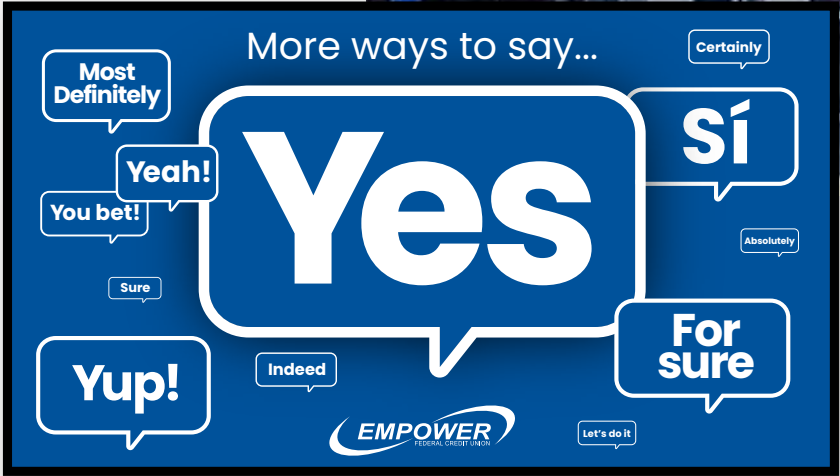
SYRACUSE ORANGE BASKETBALL SIGNAGE



WINDOW CLINGS



DISPLAY
MONITOR
GRAPHICS



TENT CARDS



POSTERS



SOCIAL VIDEO

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CTV

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NUMBER OF TOTAL CLICKS

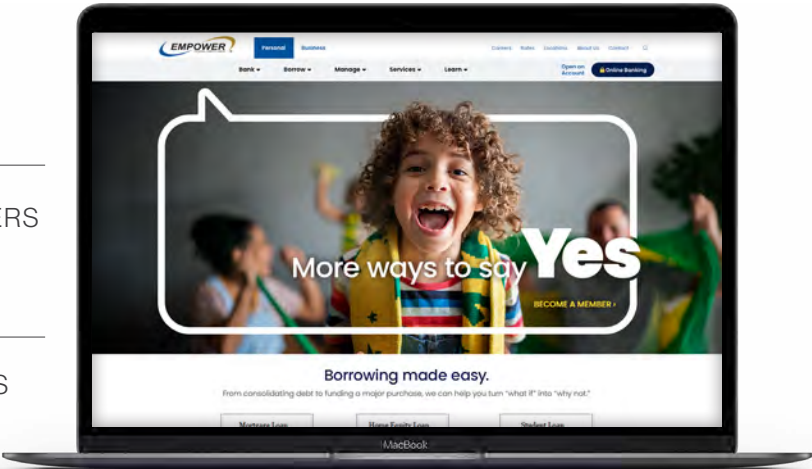
323,883

NUMBER OF NEW WEBSITE USERS

241,652

NUMBER OF ENGAGED VISITS

83,105

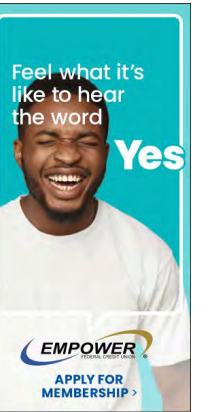
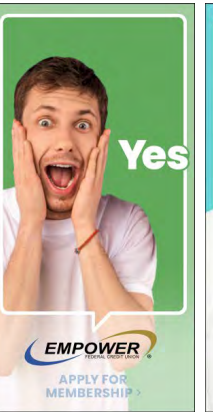
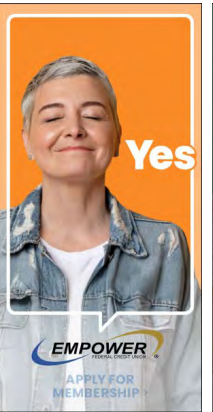


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ONLINE BANNERS

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COMMUNITY SPONSORSHIPS

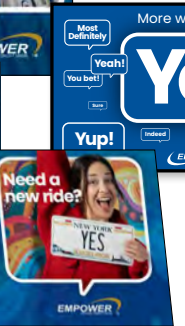
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CLICK TO VIEW



IN-BRANCH MATERIALS



ONLINE BANNERS

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