



PLATINUM RAINMAKERS

CASE STUDY:

CREDIT UNION 1

SITUATION:

An established credit union with an excellent reputation for serving the needs of residents of Alaska and the unique needs of Alaska Natives.

CHALLENGE(S):

Cost effectively and progressively building the consumer loan program designed for Alaska Natives and greater awareness of the real value associated with doing business with Credit Union 1 with limited marketing resources.

STRATEGY:

Leverage an introduction to Platinum Rainmakers' services (via a Ketchikan Indian Community – KIC - member) to overcome their challenges to achieve some of Credit Union 1's key business goals.

RESULTS:

- Rainmaker made Credit Union 1 a core participant in the ASED A Fleet program, triggering an ongoing flow of vehicle consumer loans including TBD applications in the first 60 days.
- A zero-cost press and e-blast campaign in Alaska valued at more than \$____. Specifically:
 - > a feature article in the KIC newsletter that serves nearly 5500 members
 - exposure of the program to nearly 3000 Alaska and American Indian attendees at the largest, annual Native American business convention
 - permission to announce the ASED A Fleet / Credit Union 1 program to members that make up two of the larger 13 Alaska Tribal Corporations

