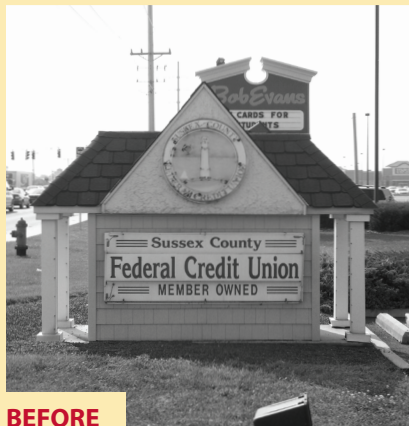


CREDIT UNIONS :: Sussex County Federal Credit Union — Sussex County, Del.



BEFORE



AFTER

SIGN SPECS

19mm Color LED
Matrix: 48 x 112
40" High x 8' Wide
6 Lines x 22 Characters

Background

Sussex County Federal Credit Union in Delaware has been in business for more than 50 years, serves roughly 22,000 members, and boasts \$200 million in assets. Still, it's not without its challenges. For one, many in the Sussex County community don't fully understand the differences between a bank and a credit union. Some people are scared off by the word "union", and this misunderstanding gets in the way of the credit union's efforts to attract new members.

Results

Sussex County FCU has used traditional advertising for years. But in early 2009, in an effort to better distinguish itself from the competition, it embraced a newer, more progressive advertising medium: an electronic message center by Watchfire. Today, four of its five branches are outfitted with LED signs. According to vice president of operations Allen Riley, the signs have proven to be incredibly effective sales tools. "Since we've installed the signs, we've seen an increase in membership, checking accounts, and credit card sign-ups," he said.

Case Study

In the past, Sussex Federal Credit Union relied on traditional advertising to appeal to new members. But with newspaper circulation dwindling, it began exploring other options. After months of research, the credit union decided that an electronic message center would provide the highest return on its investment.

Vice president of operations Allen Riley gathered bids from several sign companies, including Phillips Signs Inc., an exclusive dealer of Watchfire LED signs. Phillips Signs sales manager Matt Phillips and his Watchfire representative met with Riley for an on-site demonstration. Riley had looked at other brands, but none impressed as much as Watchfire. "It stood out immediately because of its clarity," he said. Still, Riley continued his research, looking closely at other LED signs owned by local businesses. "Eventually, I recognized a pattern," he said. "All the best looking signs had a Watchfire logo on them."

"We have been able to promote not just memberships, but loans, credit cards and more," Riley said. "We know for a fact the sign brings in people."

— Allen Riley, Vice President of Operations,
Sussex County Federal Credit Union

Matt Phillips says being a Watchfire dealer "just makes good business sense. We've dealt with other manufacturers, but Watchfire offers a superior product," he said. "We like the overall package Watchfire offers, from tech support to software to the product in general."

Sussex FCU was so thoroughly satisfied with their first purchase that they installed Watchfire signs at three other branches. "At our fourth location, we had to apply for a zoning variance because the ordinance wouldn't allow LED signs. We recently received that variance," Riley said. It's a relief, Riley said, because the signs are far more than an advertising tool for the credit union. "I'm a retired state trooper, and when I realized we could use these for Amber Alerts and promoting community involvement, that appealed to me right away," he said.

In the end, an LED sign does numerous things for the credit union: it gets attention; it educates the public; and it serves as a venue for community messages. Most importantly, it does what it was purchased to do: increase traffic at every Sussex County FCU branch, driving up membership numbers.

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

watchfire
Time-O-Matic