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AAC Credit Union Wins CU*Answers video contest

Winning entry customizable for use in different credit union markets

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CU*Answers named \$49 million AAC Credit Union the winner of its “Lights, Camera, Action” video contest, and produced the winning idea along with two other credit union-themed videos.

Velvet Fuller, an employee at AAC CU, a SEG and community based institution also headquartered in Grand Rapids, submitted “The Owners Are Coming,” a simple skit that explains the difference between credit union members and bank customers. The video is customizable; multiple credit unions can brand the video for use in their respective markets.

“Video is a way of reaching members in closed environments like lobbies on flat panels, websites, and even distributed channels like movie theaters,” said Randy Karnes, CU*Answers CEO. “Video is also the channel of future generations, and having the talent to reach out this way is more important than television advertising ever was.”

Karnes said he wants to position his CUSO as a stimulus to reach the next generation of credit union members, and a video presence is key.

And, the technology pro admitted, it’s also a lot of fun.

CU*Answers produced two other videos: “The Power of the Network”, which features a “legion of world bankers” considering the power of credit union networks as a business strategy; and “Technology,” which pokes fun at the many transaction channels available to financial services customers.

All three videos were produced by Grand Rapids-based Fulvew Productions. The videos may be viewed at <http://www.cuanswers.com/lc2k8/videos.php> or on YouTube at <http://www.youtube.com/watch?v=PeGPy-qVOaY>.

About CU*Answers

CU*Answers was founded over 35 years ago and is a 100% Credit Union owned CUSO located in Grand Rapids, Michigan. CU*Answers offers a wide variety of services for credit unions including its flagship CU*BASE Processing System in both an Online

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