

IC Federal Credit Union

Company

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Challenge:

Create awareness about their new on-line banking products

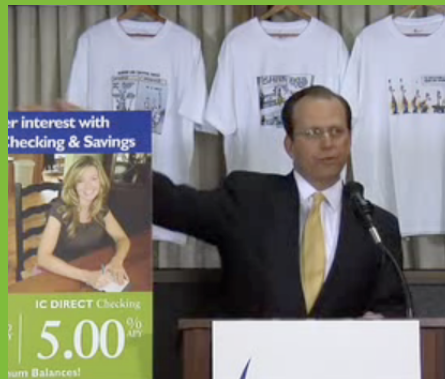
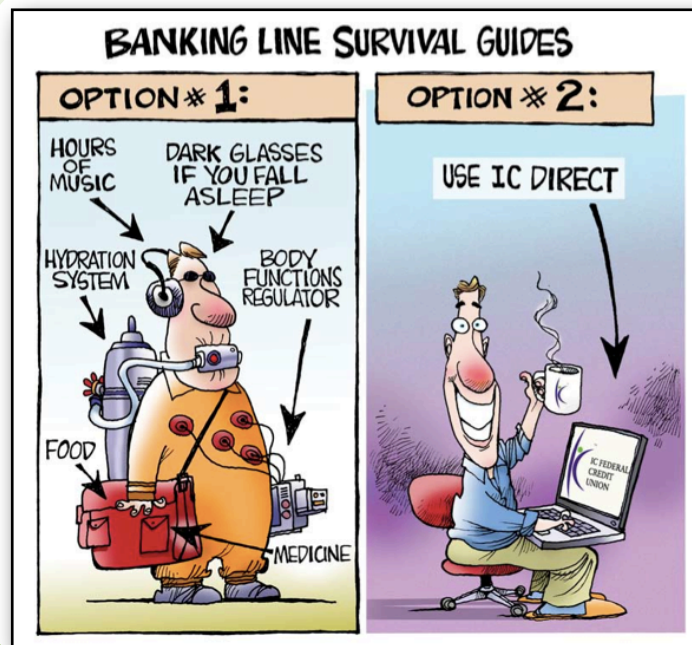
Solution:

Develop a series of Political style cartoons that represent the ease of on-line banking at ICFCU and deliver them via compressed t-shirts to all new sign ups.

The t-shirts were displays prominently throughout the branches along with branded coffee mugs.

Products used:

Compress Tee shirts
Coffee Mugs



press conference introducing the new products