

Case Study: Pen Air Federal Credit Union

Pen Air Uses Analytics to Facilitate Sweepstakes and Validate Marketing Spend

Overview

Credit Union Profile

Pen Air FCU is the largest, oldest, and an extremely progressive, credit union in Pensacola, Florida with \$1.2 billion in assets and 18 locations in Northwest Florida and Southeast Alabama, including three student-run credit unions at area high schools. The credit union has been serving its member communities since 1936. Pen Air recently went through a rebranding project to better reflect its mission, vision and core values across a membership that today represents over 1,000 different SEGs.

In an effort to strengthen community ties, the credit union formed a relationship in 2012 with the Pensacola Blue Wahoos, the Double-A minor league baseball affiliate of the Cincinnati Reds. Pen Air saw a tight cultural fit with the team based on a mutual commitment by the organizations to community and family values. Initially, the credit union worked with the team to place ATMs in multiple locations throughout Pensacola Bayfront Stadium where the Blue Wahoos play, and soon after created an affinity card program with the team.

In conjunction with the rollout of their new brand, Pen Air recently conducted a sweepstakes contest that awarded one lucky member with four season tickets for the Blue Wahoos' upcoming 2016 season. The credit union leveraged PSCU's DataVue analytics solution to facilitate the selection of the contest winner and to validate the effectiveness of their advertising investment at the stadium.



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Objective

The primary goal of the sweepstakes contest, which was named "Swipe for a Grand Slam," was to heighten awareness of their new brand and value proposition following the completion of their rebranding project in June 2015. An additional objective was to encourage usage of the credit union's credit and debit cards at merchandise and concession stands within the Pensacola Bayfront Stadium where the Blue Wahoos play.

SWIPE FOR A GRAND SLAM

Want to be a part of the 2016 Blue Wahoos season?



Each time you use your Pen Air MasterCard® Debit or Credit Card at the Maritime Park to purchase tickets, food, or merchandise between July 1st and September 7st, you'll automatically be entered for a chance to win four (4) Blue Wahoos 2016 Season Tickets!*

Swipe today. penair.org/BlueWahoos

#WahoosLife

850.505.3200 1.877.4PENAIR PENAIR.ORG/BLUEWAHOOS

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Approach

"When we launched our new brand, we wanted to reach out in the community at the places where people gather," said Michelle James, VP of Alternative Delivery Channels for Pen Air. "Baseball is a family-friendly form of entertainment and the Blue Wahoos stadium was a natural place to reintroduce Pen Air to the community and drive awareness."

The sweepstakes period ran from July 1 to September 7, 2015 during which Pen Air members were encouraged through social media, Pen Air's website and signage at the ballpark to use their credit and debit cards at merchandise and concession locations at the stadium. Every time a member swiped their card anywhere at the park, their name was entered into the random drawing to win the season tickets – the more swipes by each member, the more times their name was entered into the drawing, which increased their chance of winning. Members with Pen Air rewards cards also earned one point for every dollar spent.

Pen Air staff members set up a table at the Wahoos' Sunday afternoon games – which typically draw a large number of families – to answer questions about the credit union and the contest and to enroll new members. They also helped sponsor Military Appreciation Days at the ballpark to reinforce their commitment and long history of serving members of the military.



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Pen Air worked with the Wahoos organization to identify the merchants (and their IDs) with locations at the stadium. This information was then used to build a DataVue report of all their members' transactions conducted at the ballpark during the sweepstakes period and to ultimately provide the pool of member names used in the drawing.

Results

Once all the marketing and awareness strategies were executed during the sweepstakes campaign, Pen Air used PSCU's DataVue data mining solution to quickly extract the names of their members with transactions at the stadium during the contest period. The tool effectively addresses the need by credit union marketers and strategists to create custom insights and queries.

Pen Air's report was available almost immediately at the close of the sweepstakes and enabled Pen Air to quickly draw the name of the winning member, and make an announcement at a Blue Wahoos game soon after the contest ended.

"DataVue actually enabled us to have this contest. The effort to obtain the data for transactions on both debit and credit would have been too cumbersome without it," said Pam Hatt, Director of Marketing for Pen Air.



Nearly 15 million accounts are updated each week and 25 million transactions loaded to DataVue daily. Some examples of other uses of DataVue include:

- Validate an ATM placement strategy, thanks to richer information about members' foreign ATM transactions
- Convert unprofitable, inactive cardholders into active, engaged members with campaigns to increase transactions and balances
- Increase credit card program profitability by identifying active, creditworthy cardholders with high utilization percentages and extending offers for credit line increases

Pen Air is developing new campaigns and strategies for using DataVue and will also use the tool to continue to track their members' card transaction volume at the Wahoos ballpark and look for correlations between cardholder usage and how it aligns with their advertising and marketing efforts at the Wahoos' games.

