

CREDIT UNION



CASE STUDY

050711-017



They increased their loans
in one month by
\$500,000.

INDUSTRY College credit union in Florida with 30,000 members.

OBJECTIVE Increase auto loans.

TIME FRAME 30 days.

OFFER Members were offered a fabulous 3-day/2-night Vacation Advantage™ vacation package with an auto loan between \$13,000 and \$19,000.

For those with an auto loan of \$20,000 or more, they received a 3-day/2-night Destination Advantage.™

RESULTS In one month of the previous year, this credit union had \$2.5 million in auto loans. With this fabulous vacation promotion, they increased their loans to \$3 million in the same month of this year; that's an increase of \$500,000.

NEXT ACTION Plan another successful promotion using Motivation Advantage vacation incentives.