

Credit Union

CASE STUDY

070322-001A



**The new balances
for this credit union were greater than
what they expected.**

INDUSTRY Credit Union.

OBJECTIVE Increase Loan Balances.

TIME FRAME 90-day period.

OFFER There were three vacation levels that could be attained based on the amount of the HELOC (home equity line of credit) received; a 3/2 Vacation Advantage™ for a HELOC ranging in the amount of \$15,000-\$39,999, a 3/2 Destination Advantage™ vacation package for a HELOC ranging in the amount of \$40,000-\$74,999 and a 4-night Sail Away Cruise Advantage™ vacation package for a HELOC ranging in the amount of \$75,000 or more.

RESULTS The new balances for this credit union were greater than what they expected. The packages sparked a great deal of interest in the members because of the brand recognition of the hotels and the amount of choices they could choose from. For the credit union, ordering only the amount of packages needed and not being locked into a large purchase agreement allowed for their budget to become a reality!

NEXT ACTION Utilize Motivation Advantage's travel incentive products for the next promotion based on the ease and usability of the product.