

the folly of Gen Y marketing

Imagine this Apple ad represents the run-of-the-mill, off-the-shelf GenY program.



It's unbearably cool.
It's sexy.
It reeks of youth.

**By all accounts
young people will love it.**

Now imagine that a young person responds to the program.

Great news, they want an account at your credit union! **But what now? Where will they go?**

It could be your corporate website, but odds are, **it could likely be your branch** (this fact may surprise you).
That means young people will interact with your facility, your staff and your "mojo."

Will their impression of your credit union be like the Apple ad?

Or will it be
like this?



We call it the **brand gap**.
And it's the number one reason
why most off-the-shelf
GenY programs ultimately
fail to deliver
substantive results.

At Weber Marketing Group, we've perfected a strategic, multi-generational approach that is proven to lower the average member age, increase membership, sell checking, promote online banking and build strong brand loyalty among GenYers and their older GenX counterparts.

(And it doesn't have to cost a fortune.)



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