harvest
CREATIVE SERVICES

CASE STUDY

How Harvest successfully repositioned an 80-year-old credit union.

LAFCU
YOUR CREDIT UNION FOR LIFE

LAFCU has for generations provided Mid-Michigan residents with financial guidance and empowerment, teaching folks how to buy a home, pay for college, plan their future and retire comfortably.

The Challenge

A financial crisis and client intimidation

In the wake of the 2008 financial crisis, credit unions across the US needed to remind consumers their value.

In a state crippled by the economic downturn, the need for financial acumen was never greater

LAFCU needed to find its voice and reconnect with Michigan residents.

The Strategy

A relatable vision to drive community

To empower Michigan residents, we needed people to lower their guard and pay attention.

Where most financial marketing is clinical, we flipped the script, utilizing humor, everyday language, practical advice and relatability to distill complex topics into empowering calls-to-action.

The Results

A reassuring path to finance

Beyond winning over a dozen national and local awards, each campaign has driven significant growth for both the brand and each individual product line, with an average ROI of 800%.

LAFCU has seen double-digit increases in:

- New customer acquisition
- Customer retention
- Customer cross-selling

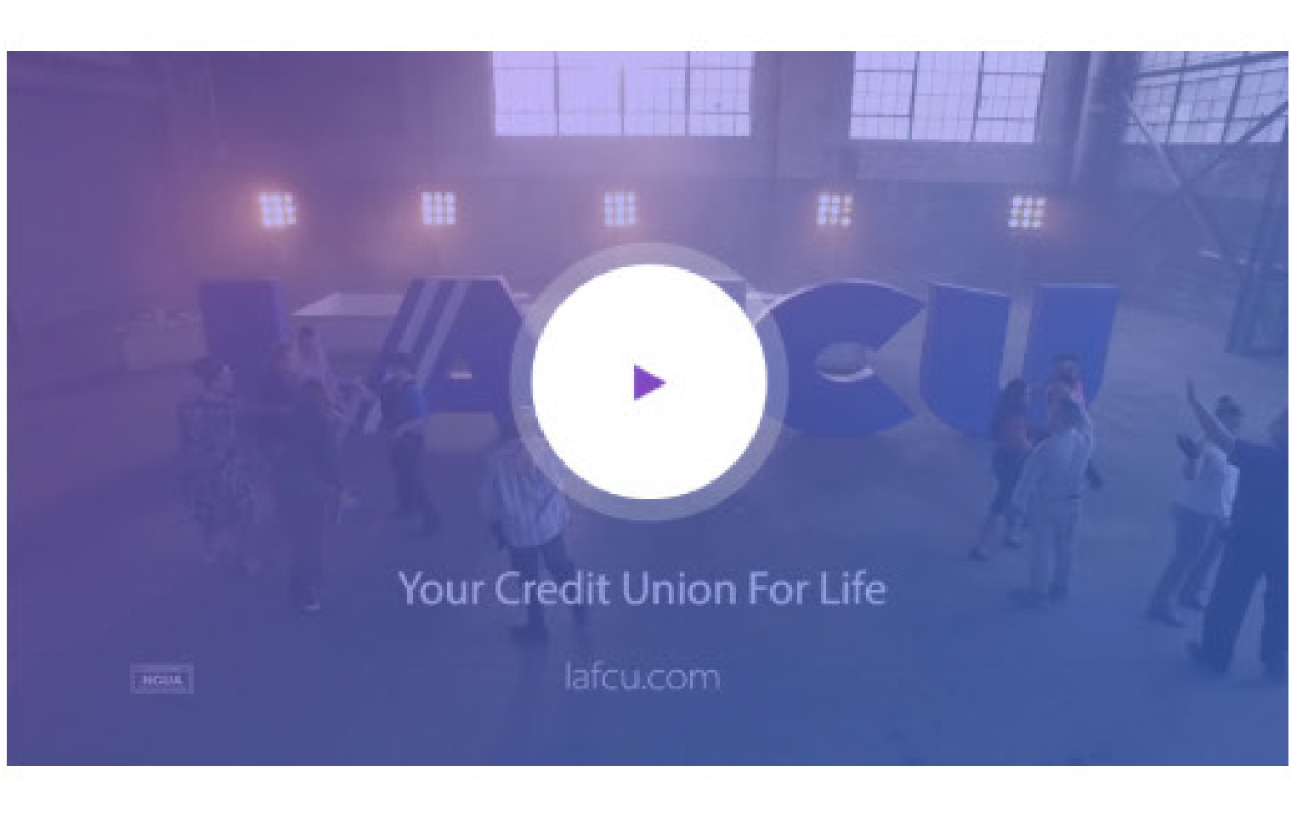
5 YEARS AND COUNTING	800% ROI
6,500+ MEMBERS	$750 MILLION IN ASSETS

#CultureNotContent

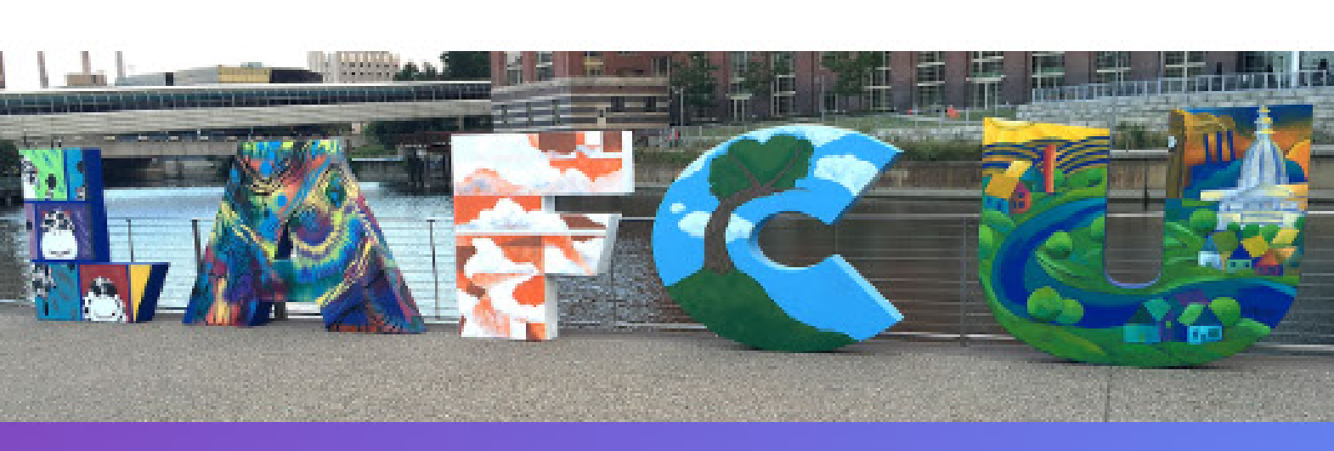
In a region decimated by *The Great Recession*, LAFCU needed the community to know they understood its plight and were committed to being part of the recovery, every step of the way.

We systematically reconfigured LAFCU's entire marketing ecosystem, first by elevating their brand image, and then by reframing each of its key service lines.

Our campaign ***LETTERS*** reintroduced LAFCU as an institution embedded within the communities it serves.

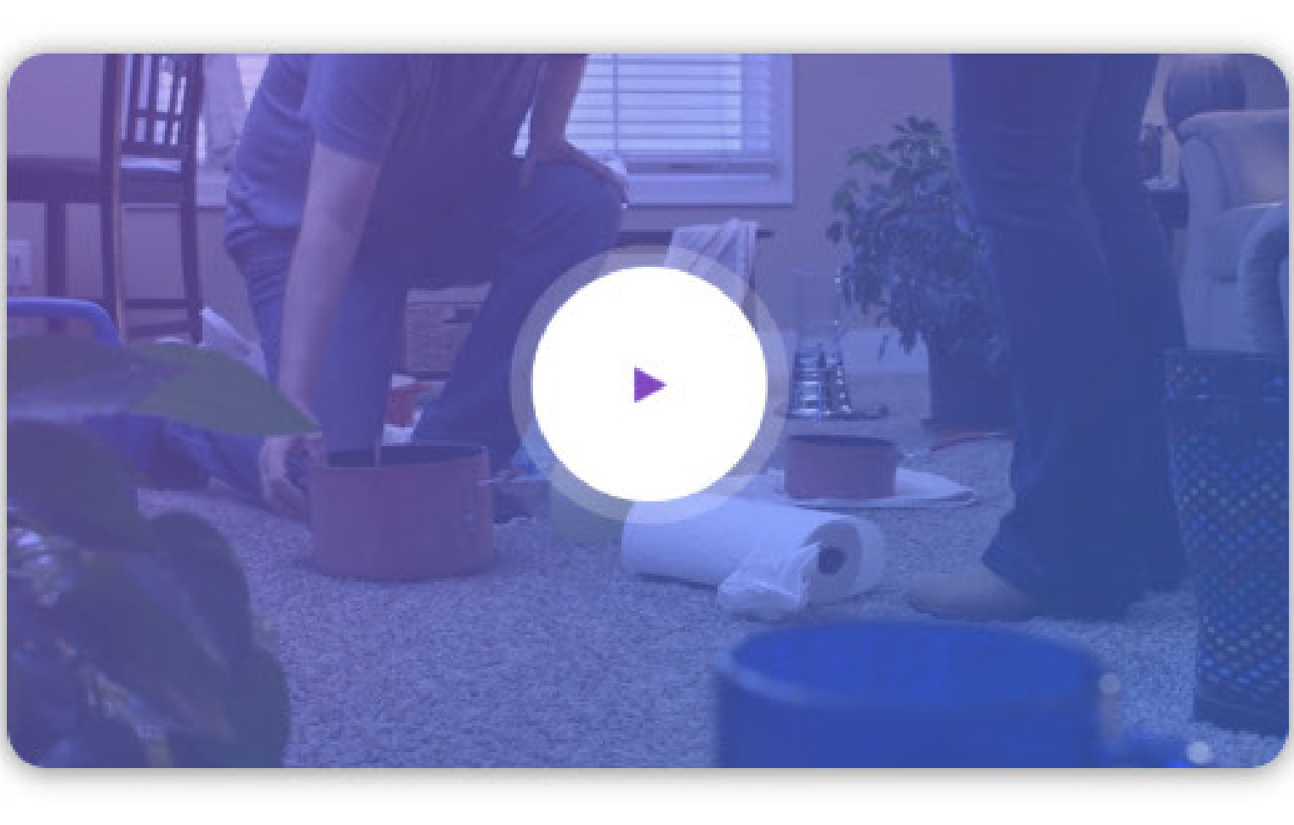


The seven-foot tall letters featured in the ad became the centerpiece of LAFCU's presence at the dozens of community events they sponsor throughout the year, and even sparked a community art project.



Once brand image hit an all-time high, **we pivoted our focus to driving revenue.**

LAFCU Product Marketing Campaigns



LAFCU "HELOC"

In our HELOC campaign. we introduced a totally relatable married couple as protagonists and empowered consumers to capitalize on the equity they've built in their homes.

NEXT VIDEO ➔

Beyond winning over a dozen national and local awards, each campaign has driven significant growth for the brand and individual product lines, with an average ROI of 800%

MAC
MCU
LAFCU

Maximize Marketing Content ROI

If your marketing content is not driving at least **500% Return on Investment**, we should talk.

Please fill out the form below for a free audit of your brand's content. We will comb through your website and social channels and provide you with 5 recommended changes you can make NOW to STOP wasting money on content people don't love and START tapping into culture.

Name

Email

Phone

Company

Specific Challenge

Submit

Recent Case Studies

PORSCHE

Case Study

How the world's most testosterone-infused sports car brand embraced its feminine side.

Among the top brands in the automotive industry, Porsche is renowned for manufacturing the world's most elite high-performance sports cars, SUVs and sedans.

At the core of our Porsche Panamera launch campaign was a commitment to presenting this new vehicle as something truly unique, but only within the context of a brand firmly rooted in automotive excellence. We built the campaign based on a simple premise

Auto-Owners
INSURANCE
LIFE · HOME · CAR · BUSINESS

Case Study

How Harvest Helped an Insurance company climb 78 spots in the Fortune 500.

As a twenty-billion-dollar company, Auto-Owners Insurance markets its property, casualty and life products in 26 states exclusively through a network of independent agents.

We stripped the brand of any traditional "insurance speak" and instead built all messaging and storytelling from the perspective of friends and neighbors and confidants who genuinely care, because in truth, that was and is the core value proposition of Auto-Owners Insurance.

EFFEN
VODKA

Case Study

How we helped reinvent an oversexualized Vodka brand as fashion-forward and design-inspired.

Deriving inspiration from adjacent luxury brands that had connected with consumers by embracing authenticity and storytelling, we helped EFFEN refocus its efforts and reimagine its marketing, first and foremost by aligning itself with passions and people that would resonate with the target audience. Individuality, self-expression, experimentation and design culture were at the core of the new EFFEN, and this became apparent in all marketing and advertising.

Stop wasting money on bad content.

Drive ROI by tapping into CULTURE today.

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