

Everywhere 24/7 Initiative

Items below are components that have been used to promote an ongoing initiative to increase the use of Denali Federal Credit Union's online, mobile and electronic banking services - Everywhere 24/7. Several channels have been used to deploy this message: email announcements, newsletters, branch digital signage, website, ads within online banking, ATM screens, television ads and social media. Examples shown here have been used to build awareness of services and reinforce the Everywhere 24/7 message.

I developed the messaging and created, designed and deployed the items shown here.

The initiative and campaign have resulted in regular monthly increases in total unique users (15 percent March 2017-March 2018). Total transactions and logins have made similar increases.

ATM SCREENS



Mobile Banking is a SNAP with

TOUCH LOGIN

For touch-enabled Apple & Android devices

Everywhere 24/7
Banking at home or on the go

MORE surcharge-free

ATMs

30,000+

than Wells Fargo and Bank of America COMBINED

CO-OP ATM

www.denalifcu.org/locations

Everywhere 24/7
Banking at home or on the go

5,600+

SHARED BRANCHES

Free access to the SECOND LARGEST branch network in the U.S.

Everywhere 24/7
Banking at home or on the go

You're

GOING PLACES,

take DENALI with you

OPPORTUNITY

DENALI makes banking easy—wherever you go

Everywhere 24/7
Banking at home or on the go

ONLINE BANKING ADS

At home or on the go Denali is with you

EVERYWHERE 24/7

MORE »

Everywhere 24/7
Banking at home or on the go

Download on the App Store

GET IT ON Google Play

At home or on the go Denali is with you

EVERYWHERE 24/7

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Everywhere 24/7
Banking at home or on the go

Download on the App Store

GET IT ON Google Play

More surcharge-free ATMs than Wells Fargo and Bank of America combined

30,000+ FREE ATMs

5,400+ SHARED BRANCHES

Everywhere 24/7
Banking on wheels or on the go

CO-OP ATM

CO-OP SHARED BRANCH

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TRAVEL MADE EASY

Travel notifications — now online

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Everywhere 24/7
Banking on wheels or on the go

Better banking on the go

EVERYWHERE 24/7

MORE »

Everywhere 24/7
Banking on wheels or on the go

SOCIAL MEDIA

Denali Federal Credit Union
July 15, 2016

Hiking? Fishing? Traveling? Share pictures showing the use of Denali's Everywhere 24/7 products and you could win 5,000 Alaska Airlines Mileage Plan miles.

Going for a hike? Share photos for a chance to win

5,000 AIR MILES

WOOBOX.COM

Win 5,000 miles in our Everywhere 24/7 contest

Contest details and entry

Everywhere 24/7
Banking on wheels or on the go

Denali Federal Credit Union shared a link.
June 1, 2016

Denali is with you

EVERYWHERE 24/7

Share photos for a chance to win 5,000 air miles.

WOOBOX.COM


Denali FCU Everywhere 24/7 air miles contest

Share pictures showing the use of Denali's Everywhere 24/7 products an...

Everywhere 24/7
Banking on wheels or on the go

Denali Federal Credit Union
August 24, 2016 · 🌐

You're going places, take Denali with you! Write a comment below and tell us your favorite Everywhere 24/7 tool for a chance to win a \$100 Visa or iTunes gift card during August.




DENALIFCU.ORG/GOINGPLACES

Denali makes banking easy — wherever you go [Learn More](#)

Off to college, a new career or opportunity? Banking aw...

Denali Federal Credit Union
August 26, 2016 · 🌐

Off to college, a new career or opportunity? Banking away from home is easy with Denali's Everywhere 24/7 tools — secure Touch ID login, mobile banking app, mobile remote deposit, 5,400 shared branches and more.




DENALIFCU.ORG/GOINGPLACES

Denali makes banking easy — wherever you go [Learn More](#)

You're going places, take Denali with you! Write a...

Denali Federal Credit Union
Sponsored · 🌐

Bank on your schedule. Everywhere 24/7.




DENALIFCU.ORG

Don't wait in line, go online [Sign Up](#)

Spend your time where you want to be. Our Online and Mobile Banking make it easy to bank Everywhere 24/7 on your schedule. Enroll today.

Denali Federal Credit Union
Sponsored · 🌐

Bank on YOUR schedule—Everywhere 24/7.



DENALIFCU.ORG

Better mobile banking for people on the go [Learn More](#)

Managing your money from home, across town or across the globe is convenient, easy and secure with Denali's Everywhere 24/7 Online and Mobile Banking.

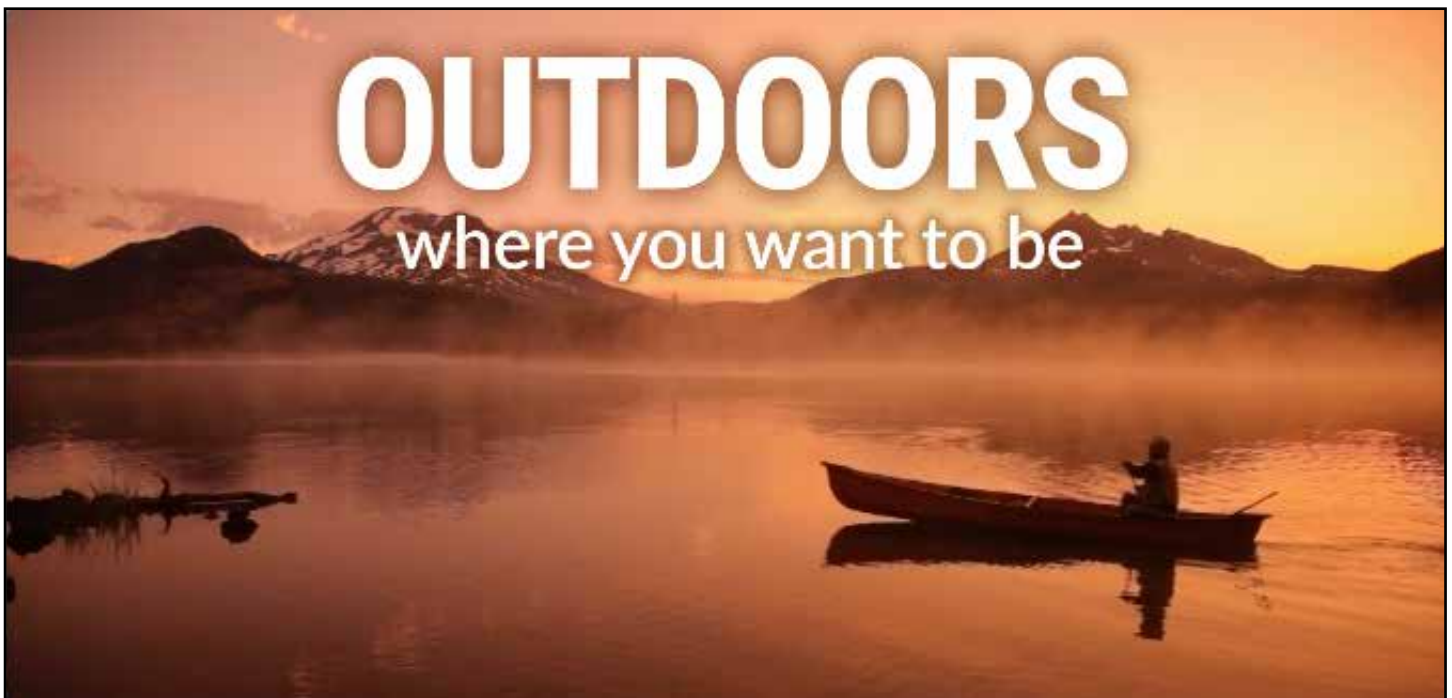
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DIGITAL SIGNAGE



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[Click to watch this digital sign](#)



LOGIN ID: GO OR: [BECOME A MEMBER](#)
[Online Banking Enrollment & Help](#)

- ACCOUNTS
- LOANS
- BUSINESS
- HOME LOANS
- INVESTMENTS
- SERVICES
- ABOUT US
- Ask us a question ?



Better banking for people on the go

Managing your money from home, across town or across the globe is convenient, easy and secure with Denali's Everywhere 24/7 offerings.

Not a member with Denali? Use the "Apply Now" button to apply online today. [Have questions about membership?](#) See our [eligibility page](#).

ELEVATE YOUR MONEY
 BECOME A MEMBER! [Apply Now](#)

Online Banking

Bank with Denali 24 hours a day, seven days a week from anywhere with an internet connection to check your account balances, pay bills, make deposits, transfer funds and much more. Advance enrollment required. [MORE »](#)



Electronic Transfers

Denali gives you convenient options for transferring your funds from family members, another institution or friends. [MORE »](#)



Mobile Banking

Download our mobile app for your iPhone or Android device or login through our website and enjoy all of the features of Online Banking. Log in with ease using Touch Login for touch-enabled Apple and Android devices. [MORE »](#)



InTouch 24

Access your account toll-free 24 hours a day by phone from almost anywhere. Advance registration with a PIN is required. [MORE »](#)



Mobile Remote Deposit

Depositing a check is as easy as taking a picture with Denali's Mobile Banking app. Snap a photo of your check, type in the amount and your secure transaction is good to go. [MORE »](#)



Digital Wallet/Digital Payment

Denali brings you the most secure, simple and convenient digital wallet for Apple Pay, Android Pay and Samsung Pay in the palm of your hand. [MORE »](#)



Online Bill Pay

Manage all of your bill payments with ease using Online Bill Pay. You determine when, where and how much to pay. Prior enrollment is required. [MORE »](#)



eStatement

Forget the hassle of changing your home address. Go paperless and mailbox-free with secure statements for your accounts. [MORE »](#)



Touch ID Secure Login

Logging in to your account is as easy as touching the screen. No username, no password, no worries. Just a touch for Apple and Android touch-enabled devices. [MORE »](#)



Website

Find answers to questions, locate the nearest branch, contact us, learn about our products and services and much more.



Phone Support

Assistance with your account is only a phone call away. Our Member Contact Center is ready to assist you with almost any banking need and support 24 hours a day.



30,000+ Surcharge-free ATMs

Get cash when you need it free of charge at more than 30,000 locations across the U.S. [MORE »](#)



Online Loan Applications

Apply online for almost any kind of loan and get a prompt response from our friendly loan staff. Most vehicle loan applications are processed in just minutes. [MORE »](#)



5,600+ Shared Branches

Our shared branch network—the nation's second largest—makes it convenient to manage your accounts in person, with a real human being. Members have access to more than 5,600 branches across the U.S. and several locations abroad. [MORE »](#)



Secure Two-factor Authentication

Denali's Online and Mobile Banking use an extra layer of security to protect your information.



Why Denali is the best choice for you

- At Denali you're a member, not a customer
- Mobile banking app
- Secure Touch ID login
- Free checking account option
- Remote deposit
- Online bill pay
- Online banking
- Electronic transfers
- 5,600+ shared branches

Not a member with Denali? Use the "Apply Now" button to apply online today. [Have questions about membership?](#) See our [eligibility page](#).

ELEVATE YOUR MONEY
 BECOME A MEMBER! [Apply Now](#)

[Click to see Web page](#)



DENALI
FEDERAL CREDIT UNION

Online and Mobile Banking

Get banking that's convenient, easy, secure and available Everywhere 24/7 from any computer or mobile device with Online Banking from Denali. Enroll online, then download our mobile banking app. It's like having a branch in your pocket. Online and Mobile Banking give you access to great tools and features that help you manage your money and save time without visiting a branch.



[Enroll Now](#)

Some features of Online and Mobile Banking

- Real-time balances with pending transactions
- Alerts, deposit notifications, reminders and more by text or email
- Customizable dashboard to control how you view your accounts
- Transfer funds between accounts
- Set up an external transfer between financial institutions
- Make a loan or credit card payment
- Pay your bills
- Deposit checks from our mobile app

Security that's twice as strong

Two-factor Authentication

Denali utilizes secure, two-factor authentication that provides an extra layer of security to protect your information.

[LEARN MORE](#)



Touch Login

Easy account access for Apple and Android

Logging in to your account is as easy as touching the screen. No username, no password, no worries. Just a touch for Apple and Android touch-enabled devices.

[LEARN MORE](#)

Download the Mobile App

Access your accounts from almost anywhere

Instead of spending precious time running to the nearest computer or preferred branch, we give you the control to manage your finances on your own terms Everywhere 24/7.

[LEARN MORE](#)



Looking for more information

Take a look at our [User Guide](#). It covers a comprehensive list of Online and Mobile Banking features plus how-to examples.



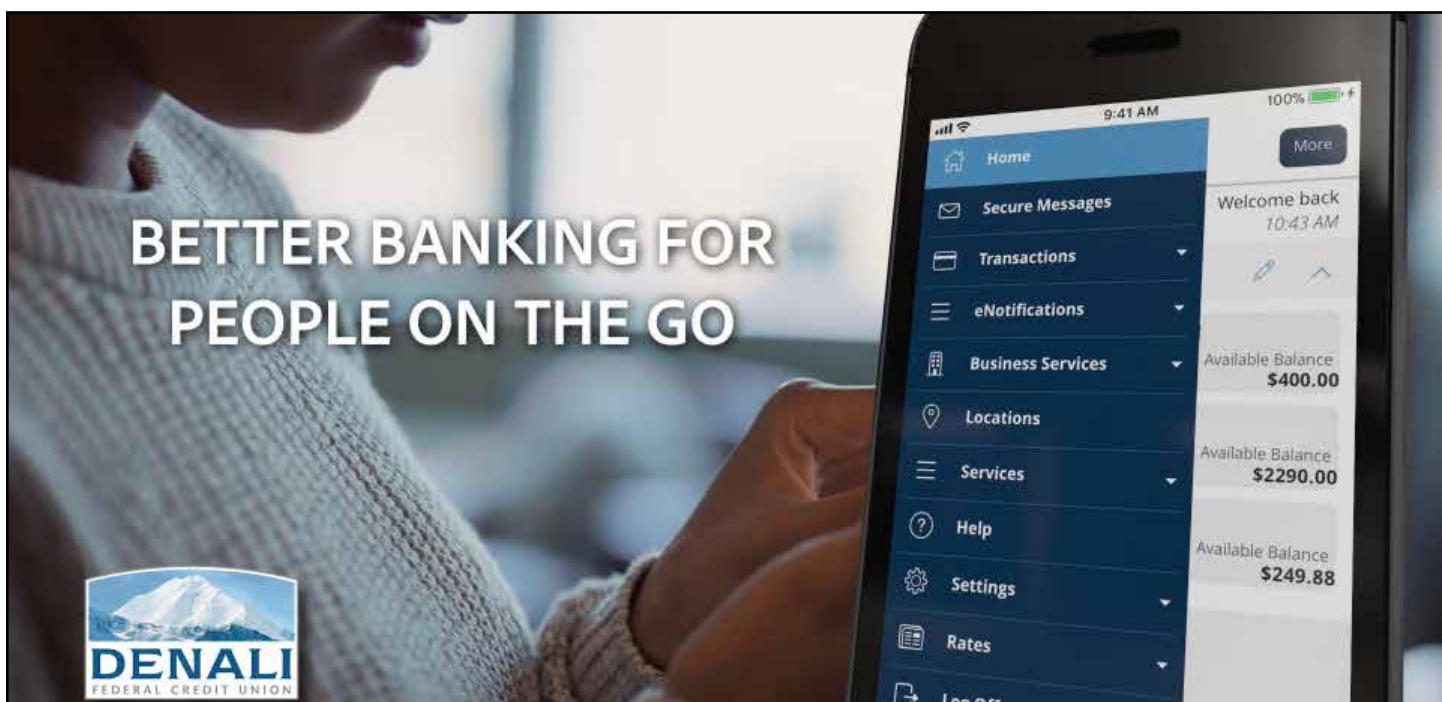
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ONLINE BANKING AD FOR DIGITAL PLACEMENTS



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(video produced by ad agency with storyboards and script provided by me)