



## GAS STATION TV

### A high-octane additive for your ad budget.

When it comes to messaging, one of the greatest advantages a credit union has is being part of the community you serve. You're right there in the middle of things. You know where your members and prospects work, play, shop and fill up their tanks.

Gas Station TV (GSTV®) advertising allows you to reach your target audience while they're fueling up right outside your front door: sometimes literally. How's that for efficiency?



# GAS STATION TV

## It's tough to compete against big bank marketing budgets.

Every day, credit unions fight to compete with national banks despite having nowhere near the marketing budget or brand recognition. Getting the most out of every advertising dollar is important.

And while you'll never beat the big banks on a national scale, you can win in your own backyard. You can place broadcast-quality ads in a highly visible, cost-effective medium that's located close by — the gas pump.

## Gain a guaranteed captive audience.

GSTV is the largest and most sophisticated national video network reaching active consumers, delivering the hard-to-reach, on-the-go consumer to your credit union. GSTV reaches millions of viewers every month at the nation's leading gas retailers across the United States, such as Speedway, Shell, Exxon and Chevron. Your ad will air alongside exclusive content from ESPN, CNN's Headline News, Buzz Today, Fusion Now, What's Trending, The List, and CNET.

You'll be able to share your message with an attentive audience near your branch, giving you the flexibility needed to drive the most value possible out of your media impressions.

## The most cost-effective advertising available.

GSTV is the nation's leader in geo-targeted advertising. And for a credit union's investment, GSTV is the most valuable, effective and cost-efficient way to reach local consumers. Through CU Solutions Group®, you get professional-level broadcast advertising and your credit union can access exclusive, discounted pricing on GSTV.

Plus, what other media outlet allows you to broadcast your message in a format that can't be shut off, DVR'd or clicked away from? When your prospective customer is at the pump, their eyes and ears are on your produced commercial.

## Key features\*

- 79% increase in brand awareness
- 69% increase in positive opinion
- 38% increase in intent to apply for a card
- 78% likelihood to use a credit card for gas
- 2X higher ad recall than TV

## Visibility. Locality. Efficiency.

GSTV is your secret weapon in your battle with the big brands.

\*2013–2016 Lieberman Client Studies

Let GSTV help your credit union become more visible by calling **800.262.6285**, or by emailing **info@CUSolutionsGroup.com**