



## FOR IMMEDIATE RELEASE

### **Wings Financial Credit Union Launches Twin Cities Advertising Campaign**

Clarity Coverdale Fury Creates First-Ever TV Ad for Credit Union

**APPLE VALLEY, MN (September 27, 2011)** – Wings Financial Credit Union, Minnesota’s largest credit union with \$3.2 billion in assets, has just launched its first multimedia advertising campaign, a branding effort including TV, outdoor and online placements designed to introduce the credit union to potential members in the 13-county Twin Cities metropolitan area. The campaign kicked off last night during the premier of ABC’s new series, “Pan Am.”

In the new TV spot, entitled “Dreams,” a thirty-something couple sees before them both their current reality – a new home, a growing family – and their hopes for the future – college, a bigger house and more. The message is simple: it takes more than dreams to make dreams come true; Wings Financial can help you take your dreams to the next level by offering low loan rates, free cash-back checking and great advice to make the most of your hard-earned money.

The campaign was created by Twin Cities advertising agency Clarity Coverdale Fury.

“Wings has been helping make dreams come true in the Twin Cities for more than 70 years, but for most of that time our focus was on serving the tens of thousands of aviation professionals in our community,” said John Wagner, Wings Financial’s vice president of marketing. “Now, with a field of membership that covers the entire Twin Cities metropolitan area, we’re very excited about CCF’s work as a way to introduce ourselves to our neighbors. We’re confident their campaign will raise our profile among Twin Cities consumers who have dreams to make real and who are looking for a full-service financial services partner, one of the largest, most sophisticated and customer-focused financial institutions in the community.”

According to CCF Executive Creative Director Jac Coverdale, “Dreams are free, but making your dreams reality can come with a big price tag. Whether it’s home remodeling, a new family car, or your children’s education, the people of Wings Financial understand this and, more importantly, they can help families in ways that most competitors can’t.”

Accenting the new brand initiative is the campaign tag line, “Do Your Dreams Have Wings?” CCF’s research showed that this idea strongly resonated with consumers who have financial and lifestyle aspirations for their families but often feel underwhelmed by the support and services they receive from the big banks. In many households this pinch is felt most acutely by the “family chief financial officer” also known as “mom.”

In addition to the television advertising, which is scheduled to run throughout the fall, the new campaign currently features rotating digital boards with online banner advertising following in October.

Among Wings’ greatest strengths are its low loan rates and savings yields that consistently rank among the best in the nation. A full-service financial institution, Wings offers a complete

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range of consumer financial products and services including first and second mortgages, student loans, new and used car, boat and vehicle loans (check here for the most current rate information), financial planning and tax preparation.

### **About Clarity Coverdale Fury**

Clarity Coverdale Fury specializes in helping brands make an emotional connection with customers through digital marketing, brand development, advertising, promotions and public relations. They consistently produce results often doubling or tripling a brand's historical performance. Their tools include brilliant strategic thinking and world-class creativity. Clarity Coverdale Fury is perhaps best known for creating the global launch of Belvedere Vodka which shot from \$0 – \$1 billion in sales in just nine years. Current brands in the agency's portfolio include: ClearWay Minnesota, Medtronic, International Dairy Queen, Purina Mills and Red Gold Tomatoes among others. Information on Clarity Coverdale Fury can be located on [www.claritycoverdalefury.com](http://www.claritycoverdalefury.com).

### **About Wings Financial**

Wings Financial is the largest credit union in Minnesota and the 28th largest nationally with \$3.2 billion in assets and nearly 200,000 members worldwide. It operates 24 branches across the country including 14 in the metropolitan Twin Cities area and an ATM network that offers 60,000 surcharge-free ATMs coast to coast. Wings was founded in 1938 to serve the employees of Northwest Airlines. It now serves residents of the 13-county Twin Cities metropolitan area as well as air transportation employees nationwide. Its Twin Cities field of membership includes, anyone working, living or worshipping in Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Washington and Wright counties in Minnesota and in Wisconsin's Pierce and St. Croix counties.

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