

CASE STUDY

CANNABIS MEMBER TESTIMONIAL CAMPAIGN

KATIE LEUTE | SALAL CU BRAND DESIGNER & DIRECTOR | 2023

BACKGROUND

Salal CU has banked the legal cannabis industry since 2014. Salal currently banks over 1,000 cannabis business accounts. These accounts represent 44% of Salal's total deposits.

THE SCENARIO



Salal CU identified a need to increase Salal CU brand awareness across their cannabis industry member demographic.

WHY?



POTENTIAL RISK TO CANNABIS WORKERS AND THEIR ASSETS.



HIGHLY PROFITABLE MARKET SPACE FOR THE CREDIT UNION.

KPI

- ✓ Increase cannabis business accounts at Salal CU
- ✓ Increase positive sentiment towards the CU
- ✓ Develop evergreen content to create value for cannabis industry.

CHALLENGES



LACK OF TRUST

They're used to rejection or exorbitant fees and rates from FI's.



LACK OF PROBLEM AWARENESS

They're unaware that a bank could freeze their funds until it happens to them.



LACK OF BRAND AWARENESS

They don't know who Salal CU is and what they do for the cannabis industry.

How might we **increase trust** and **awareness of both the problem and Salal as the solution** across the **cannabis industry demographic?**

TASKS



As Creative Director and Lead Designer of the project, I proposed that a testimonial campaign would be the ideal strategy to solve for these multiple challenges at once.

WHY?



GIVING A PLATFORM TO INDUSTRY VOICES GAINS TRUST.



STORYTELLING PAIN POINTS HELPS THE LISTENER RETAIN THE INFORMATION LONGER AND WITH BETTER RECALL.

THE TEAM

Salal Business Services
Salal Home Lending
Salal Retail Banking
Salal Marketing Department
Boom Creative
Salal Members

THE QUESTIONS

- ✓ Were our members interested in telling us their stories?
- ✓ What were the recurring themes in the stories we gathered?
- ✓ How might we position Salal as an ally through the testimonials and subsequent messaging?
- ✓ Are we representing the true diversity of our members in the selected testimonials?

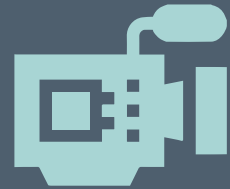
ACTIONS



CALL FOR STORIES

- ✓ Designed and emailed a Call For Stories campaign to our cannabis business members to gauge interest and appetite for sharing testimonials.

ROLE: Designer



VIDEO PRODUCTION

- ✓ Hired an external video production agency to select and shoot final testimonial participants.

ROLE: Brand Manager



CAMPAIGN DEVELOPMENT & DESIGN

- ✓ Art Directed the post production work to finalize the testimonials.
- ✓ Designed and art directed the subsequent campaign messaging and collateral.
 - Website
 - Ad banners
 - Social posts
 - Social Reels
 - Trailers
 - Print collateral
 - Digital signs

ROLE: Designer, Developer, Animator, Illustrator, Art Director



LAUNCH & MEASUREMENT

- ✓ Campaign launched with paid ads leading to the landing page on Nov 14, 2022.
- ✓ Campaign central to Salal CU's MJBizCon 2022 booth presence in Nov '22.
- ✓ Continued social content release.

ROLE: Designer, Brand Manager

DESIGN STRATEGY



Messaged and designed for both B2C and B2B audiences.



Design had to speak to cannabis brand archetypes by being fresh, progressive, and modern with a playful edge.



Communicate that we took the industry and the individuals in it seriously. Legitimacy and respect were deeply entrenched themes in the testimonials we gathered.

[**PORTFOLIO LINK**](#)

RESULTS

20% INCREASE
in Average Positive
Sentiment

(from 74% in the 6 months
pre-campaign launch to 94%
in the 6 months post-launch.)

150% INCREASE
in Business Account
Applications

Peaks as high as
**0.94% -
2.07% CTR**
for campaign display ads.

148% INCREASE
in post engagements
39.5% decrease for general
profile.

321% INCREASE
in post impressions
15.7% increase for general
profile.

38% INCREASE
in post link clicks
8.7% increase for general
profile.

12.1% INCREASE
in video views

6.7% CONVERSION RATE
from landing page

\$20MIL
in business deposits
associated to increased brand
awareness



2023 CUNA Diamond Award
in the Brand Awareness Category

REFLECTIONS

WHAT WORKED WELL

- ✓ Design & Messaging
- ✓ Performance on social channels
- ✓ KPI measurements
 - Sentiment Analysis
 - Business account applications

WHAT I MIGHT CHANGE

- ✓ Display Ad Performance
Average 0.19% CTR on display ads over time.
- ✓ Ability to measure consumer conversions
Easy to identify business conversions but no structure in place to identify individuals.
- ✓ Explore and prioritize alternate channels and media
We stuck to a pretty traditional campaign format, but in hindsight exploring channels better suited to storytelling may have had more impact.