



Simply put, it is our purpose to help credit unions deepen their relationships with members and persuade bank customers to become credit union members.



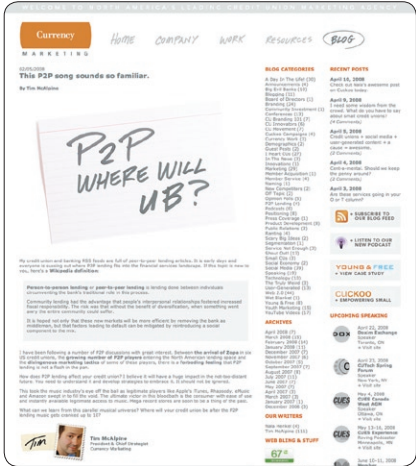
We can't wait for the day when credit unions have more members than banks have customers.

We also believe that every credit union is special and deserves its own unique position in its marketplace. We continuously challenge ourselves to bring not only original, differentiated ideas but effective

marketing solutions to every credit union and to every project.

We want credit unions to gain ground on the banks one member at a time. This is the reason we get out of bed every morning and come to work. This is our driving purpose.

It's time to differentiate your credit union. For more information, please contact Nala Henkel at [nhenkel@currencymarketing.ca](mailto:nhenkel@currencymarketing.ca) today.



Subscribe to the Currency Marketing CU Brand Blog at [currencymarketing.ca/blog](http://currencymarketing.ca/blog)

