

# **UFCU Final Executions**



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**Big Idea:** Your parents may act like they know everything, but there are also some things they don't. UFCU is here to guide you to being financially independent

**Tagline:** Knowledge is power.

# Instagram

Copy: No more bad parent advice! With UFCU, you are able to fight off the fear of debt and prove to your parents that you are smarter, able to handle a credit card and make your own financial decisions. Knowledge is power.



# TikTok



(0:00-0:05) TikTok opens with a mom lecturing her daughter about credit.

Mom: “Having a credit card means being responsible enough to pay it off in full before the due date and if you don’t, you will have high interest loans.”



(0:05-0:10) Next scene cuts to another parent lecturing their daughter about credit.

Mom: “You have to be very cautious of how much money you spend on your credit card. It’s easy to treat the card as free money, which can create a large balance.”



(0:10-0:20) Scene cuts to a college student happy about being financially stable.

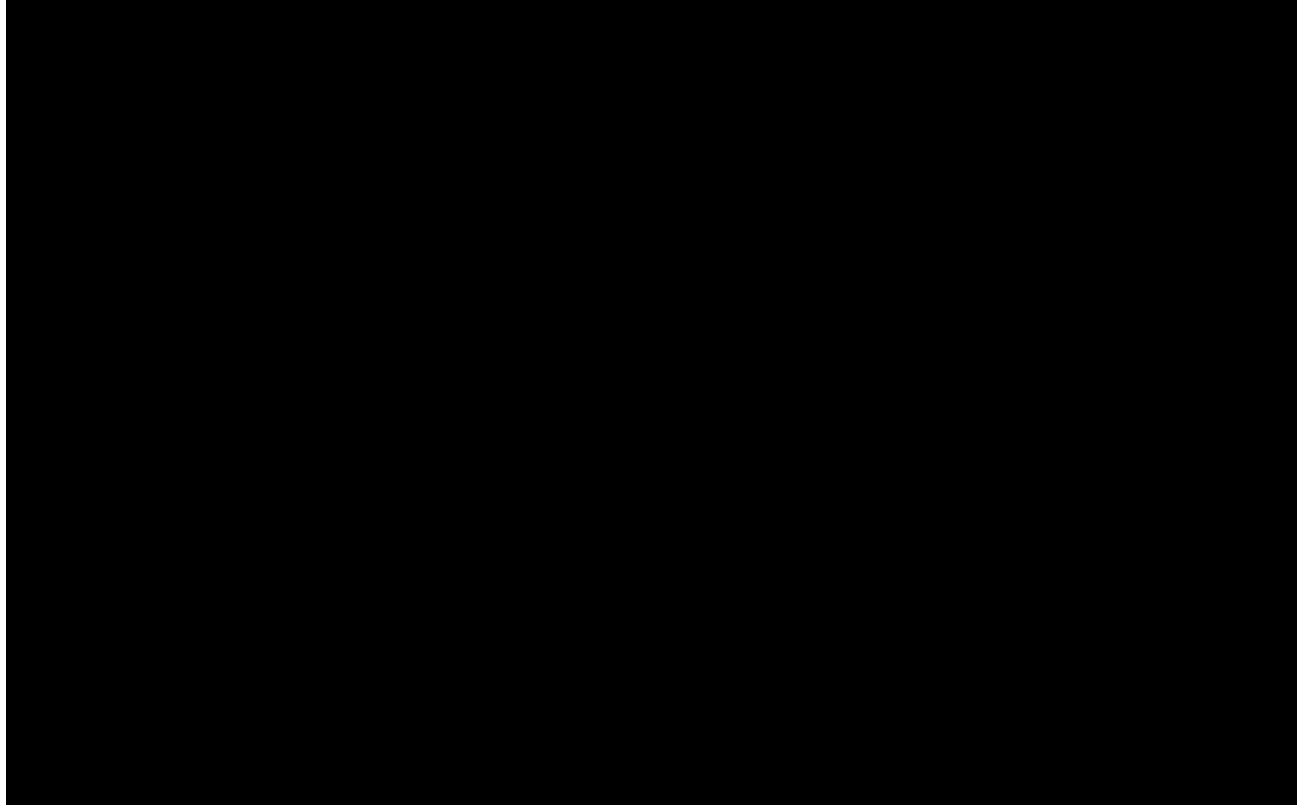
Voiceover: “Credit cards aren’t meant to create fear in the minds of students. With UFCU, we help students become better educated when it comes to building good credit. Ultimately, your parents aren’t always right.”

Scene ends with UFCU logo on screen with our tagline “Knowledge is power.”

# TikTok



**Youtube**

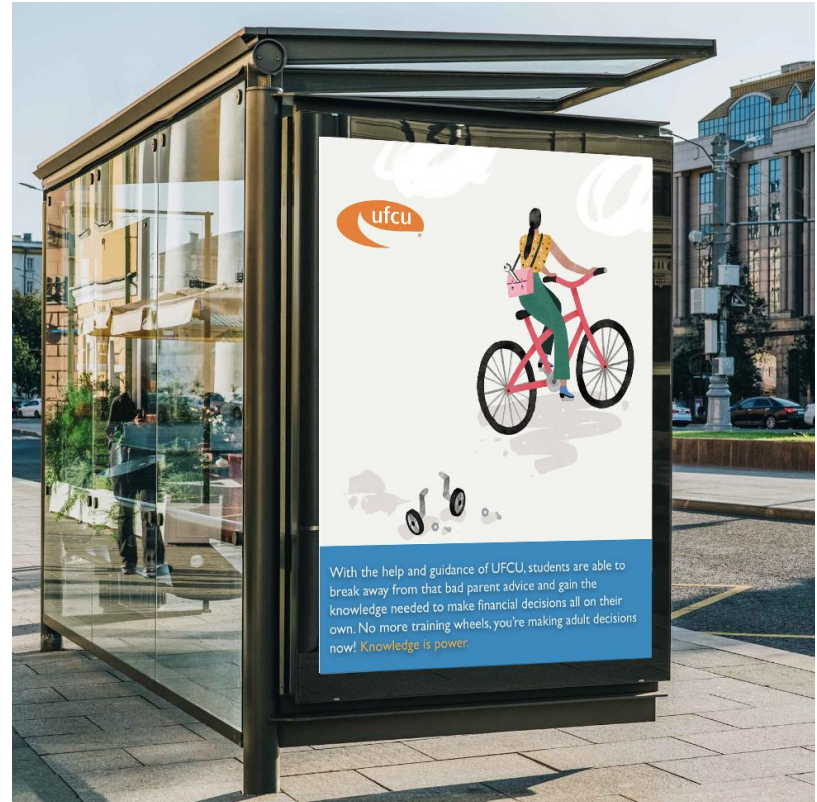


# Bus Shelter



ufcu

With the help and guidance of UFCU, students are able to break away from that bad parent advice and gain the knowledge needed to make financial decisions all on their own. No more training wheels, you're making adult decisions now! **Knowledge is power.**



# LinkedIn



**UFCU** At UFCU, we help our students become educated and knowledgeable in making any financial decisions for themselves. Building credit isn't so bad when you have experts on your side and receive the right help, and no, we aren't talking about it coming from your parents.

[Learn more](#) →




**Knowledge is power.**

👍 16 - 112 Comments


👍 Like    💬 Comment    ➦ Share



# Newspaper



The illustration shows a man in a white shirt and tie, standing on a white pedestal. He is breaking chains that were around his wrists, with the chains falling away. He has a triumphant expression. The background is a solid blue color.



The UFCU logo is a stylized orange shape resembling a speech bubble or a drop, with the letters 'ufcu' in white lowercase font inside. A small registered trademark symbol (®) is located to the right of the logo.

**KNOWLEDGE IS POWER.**

**Your parents may think they know everything, but in reality they don't. UFCU helped this student break free from that bad financial advice and now, he has the knowledge needed to build great credit. No need for your parents help anymore.**

**ufcu**  
KNOWLEDGE IS POWER.

Your parents may think they know everything, but in reality they don't. UFCU helped this student break free from that bad financial advice and now, he has the knowledge needed to build great credit. No need for your parents help anymore.

**NT INYT.COM**  
The winner is...  
coverage and analysis of  
vision's biggest night at the 67th  
time Emmy Awards in Las  
Vegas. [nytimes.com/tv](http://nytimes.com/tv)

**A founder, 12, and his 'C.E.O.' mom**  
The founder of the bow-tie line Mo's  
Bows is a charismatic salesman who  
has an intuitive eye for fashion. He's  
also 12. [nytimes.com/business](http://nytimes.com/business)

**Minnesota's mascot turns heads**  
The founder of the bow-tie line Mo's  
Bows is a charismatic salesman who  
has an intuitive eye for fashion. He's  
also 12. [nytimes.com/business](http://nytimes.com/business)

**Goldy Gopher wows crowds with his  
unusual head spin move.** The mascot's  
Bows is a charismatic salesman who  
has an intuitive eye for fashion. He's  
also 12. [nytimes.com/business](http://nytimes.com/business)

**Science behind 'they all look alike'**  
Was the arrest of James Blake a case of  
racism, or a product of a real cognitive  
issue that makes it hard for people of  
one race to distinguish between those  
of another? [nytimes.com/region](http://nytimes.com/region)

**Defending her record as boss**  
As she seeks the Republican nomination  
Cary Florida has prepared to counter  
accusations that she mismanaged  
Hewlett-Packard and callously laid off  
workers. [nytimes.com/politics](http://nytimes.com/politics)

**Singapore Prix**  
Ferrari led from the  
Singapore  
Friday while Lewis  
Hamilton had a problem  
to retire. [SPORTS.12](http://SPORTS.12)

**still burns hot**  
between the  
and

**John Kerry's wife for Clinton campaign?**  
Kerry's wife, Elizabeth, is being courted by Clinton's campaign.

**MEMBERSHIP MOVES TO HELP MEMBERS**  
The new plan is to help members get the most out of their programs. [PAGE 18](http://PAGE 18)

**CHINA PAGE 5**

# Thank You!

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