

Exploiting technology will be the bellwether for success in the future. Those who embrace it – will succeed. Period.

Traditional advertising vehicles like direct mail, print advertising, outdoor, and broadcast, will always have a place in the marketing mix. But, like it or not, there is a new normal out there and the road to marketing success blazes a trail right through the heart of it. The Internet and other direct-contact media have dramatically shifted audiences away from magazines, newspapers, and television. In four short years, overall Internet penetration rose from 58 percent of all adult Americans to 70 percent, and home broadband penetration grew from 20 million people (or 10 percent of adult Americans) to 74 million people (37 percent of adult Americans).¹ And the numbers are even more dramatic within the professional community, among affluent demographics and in the younger

emerging markets. In short, your credit union members live on the Internet.

To a large degree, the long-term future of credit unions, and certainly their ability to market effectively, will depend on how well we exploit technology to become a deeper and more meaningful part of our existing and potential members' lives. Redbeard has long recognized the power of the digital medium. In other words, we get it. And we've been developing architecture, content, design, and strategy to leverage the strength of the web and other digital media for many years. On the pages that follow, you will see a few examples of our work in this area. But just like the web, there is always more to see.

¹Pew Internet Project, May, 2006
©2008 Redbeard®

"I have found Redbeard to be very responsive, supportive and knowledgeable. They can take an idea and execute it as well as anyone that I have ever worked with. They provide a wide range of solutions for us – design, web, interactive, motion, branding, as well as fulfillment for printing and mailing. I could go on forever. They are truly a first class organization in every aspect of their business."

Bill Green
President
Automotive Avenues

REDBEARD

The Credit Union Industry's Leading Creative Services Agency

Redbeard® Communications, Inc. | 378 Fifth Street, Hollister, CA 95023 | T 831.634.4633 | F 831.634.4626 | redbeard.com



Client

Level⁵

Site Specs

Content Management Solution website featuring six components and a Flash introduction page with five rotators.

The Credit Union Industry's Leading Creative Services Agency

REDBEARD



Client

BANC Services

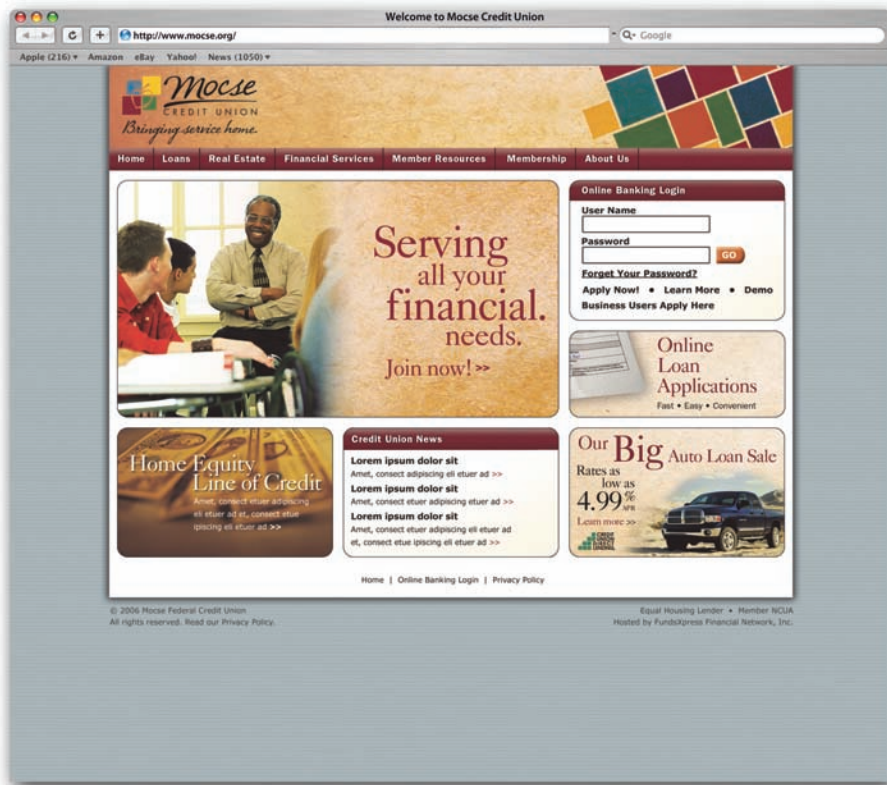
Site Specs

Facelift and integration of Content Management Solution within a pre-established website architecture.

The Credit Union Industry's Leading Creative Services Agency

REDBEARD

Redbeard® Communications, Inc. | 378 Fifth Street, Hollister, CA 95023 | T 831.634.4633 | F 831.634.4626 | redbeard.com



Client

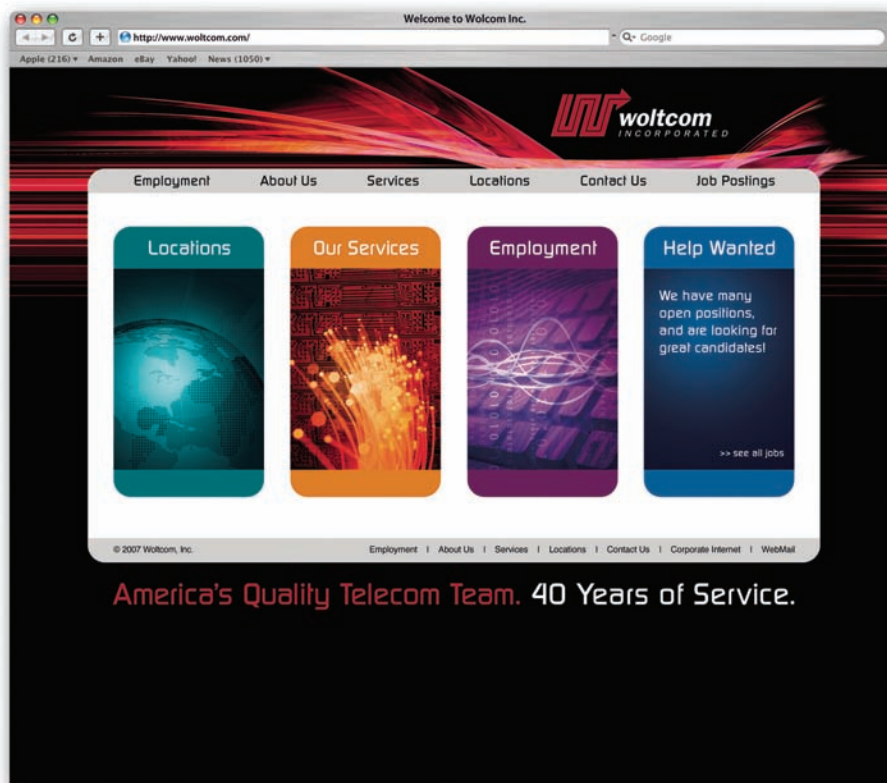
Mocsse Credit Union

Site Specs

General website facelift to integrate newly established Branding Look & Feel.

The Credit Union Industry's Leading Creative Services Agency

REDBEARD



Client

Woltcom, Inc.

Site Specs

Traditional HTML website redesign
integrating newly established Branding
Look & Feel and featuring animated GIFs
on the introduction page.

The Credit Union Industry's Leading Creative Services Agency

REDBEARD



Client

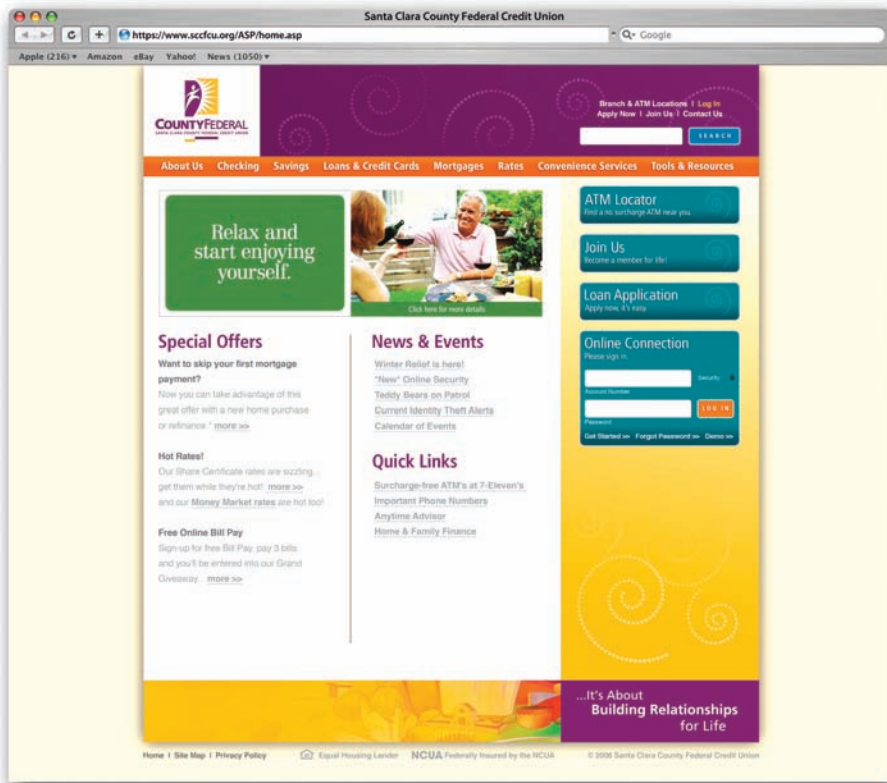
Automotive Avenues

Site Specs

HTML website redesign with Flash video components and the integration of a 1, 2, 3, step buying process.

The Credit Union Industry's Leading Creative Services Agency

REDBEARD



Client

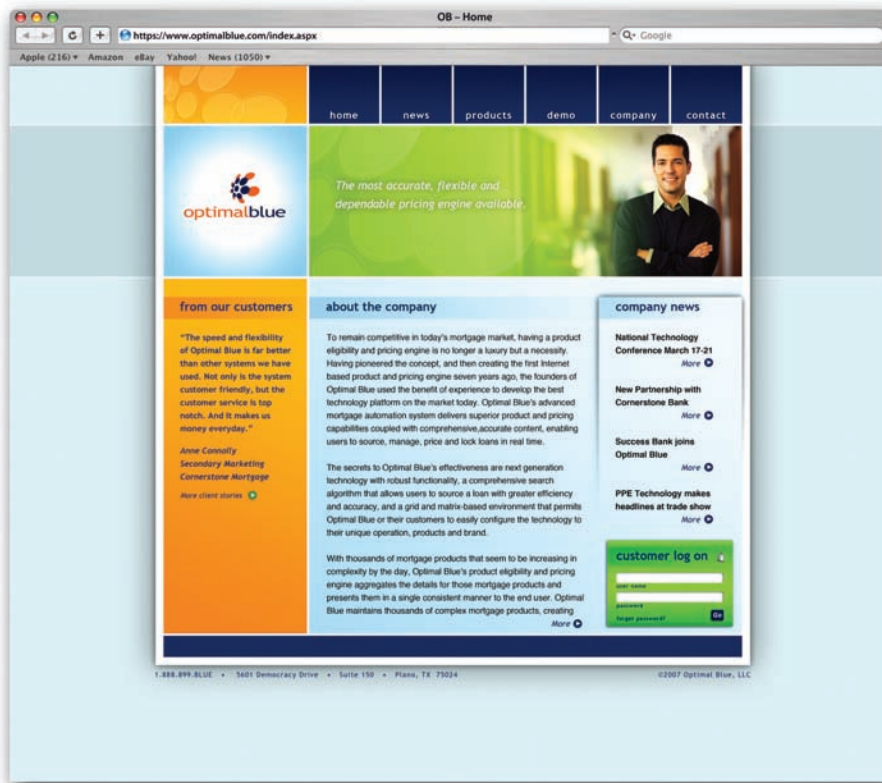
Santa Clara County Federal Credit Union

Site Specs

Overall website facelift integrating newly established Branding Look & Feel.

The Credit Union Industry's Leading Creative Services Agency

REDBEARD



Client

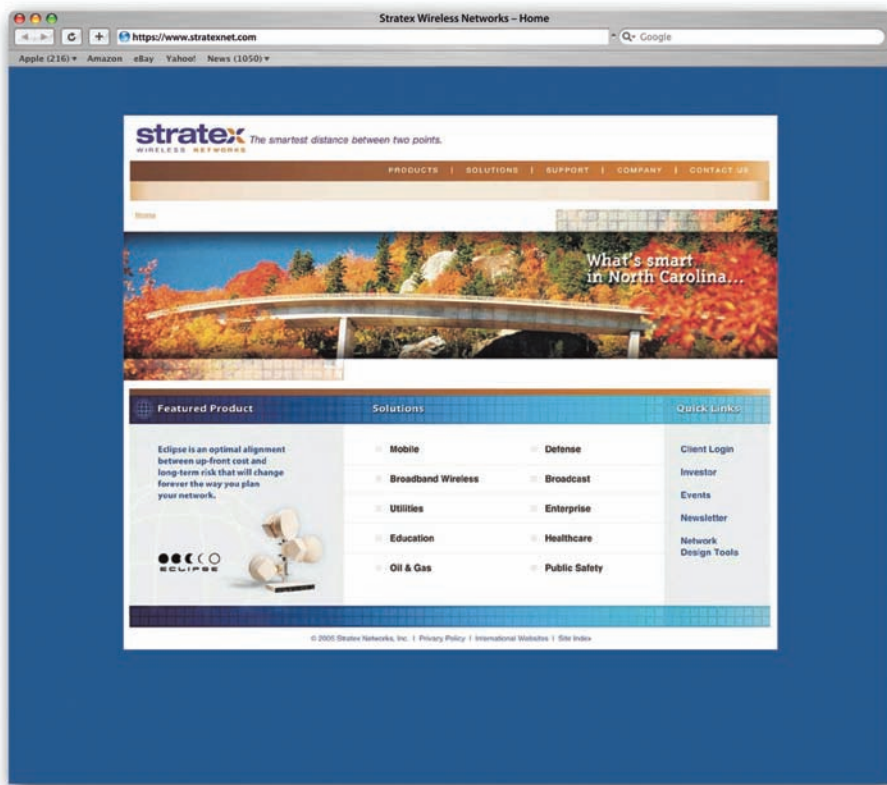
Optimal Blue

Site Specs

Content Management Solution website featuring a five component functionality set designed to compliment their new Branding Look & Feel.

The Credit Union Industry's Leading Creative Services Agency





Client

Stratex

Site Specs

HTML website design utilizing Flash animations to present the new “What’s Smart” campaign elements.

The Credit Union Industry’s Leading Creative Services Agency

REDBEARD