

FIRST FLIGHT FEDERAL CREDIT UNION

First Flight Federal Credit Union has more than 38,000 members across the state of North Carolina and competes against national credit unions and traditional financial institutions such as banks and savings & loans.



THE SOLUTION

VARIABLE TEXT AND GRAPHICS FROM CROSS MARKETING TO EXISTING CUSTOMERS

First Flight worked with NextPage to focus its marketing efforts on [cross marketing products](#) to their existing customer base with a new brand identity and eye-catching graphics. NextPage postcards for each of several product lines targeted current members. Each postcard was created as a template that First Flight could use by simply changing most text boxes, headlines, pictures and disclaimers, thereby eliminating design costs for campaigns going forward.



THE PROBLEM

HOW TO COMPETE WITH NATIONAL FINANCIAL INSTITUTIONS

First Flight wanted to develop a way to customize product offerings and messages for different audiences in order to compete with larger, national financial institutions, but did not have an extensive marketing staff or the time to allocate toward this project.



THE RETURN

MAILINGS WERE PRODUCED QUICKLY, EFFICIENTLY AND COST EFFECTIVE

Creative mailings projected a professional and high-quality image that allowed the credit union to compete with larger financial institutions. With the expertise of NextPage and direct mailing efforts in place, the First Flight marketing staff saved time and money while pursuing other company projects.

