**Quit the Hit**

**Current YouTube Views**

1,174,481 views

**Brand Impressions**

❤️ 16,717,837

**Target Audience Successfully Reached**

Top 3 Age Groups:

1. 25-35 (57%)
2. 18-24 (43%)
3. 36-44

**Social Interaction**

- **Social Likes**: 209 (+122% from average campaign)
- **Comments**: 66 (+186% from average campaign)
- **YouTube Subscribers**: +36 (+71% from average campaign)

**Video Receives Positive Response**

83.63% positive

**Video Results**

+6% from average campaign

**Social Reach**

Twitter Follower Reach:

15,742,879

Based on 13,000 shares and 1,200 social conversations

**Viewership**

Length of Time Viewed:

- **2 Years**
- **89 Days**

47% watched the entire video

Average Campaign = 34%
CLICK THROUGHs FROM VIDEO TO QUITTHEHIT.COM

66,076
34% PLAY
38% SEEK
19% LEARN

5.63% CTR vs. 4.01% from the average campaign

BLOG POSTs

savingadvice.com
plantingmoneyseeds.com
todaysworkathomemom.com
50plusfinance.com
pbh2.com
pfadvice.com

6 Publications (Outside of credit union media)

AWARENESS TESTING RESULTS

Doubled the percent of consumers who now have lower rates and fees 'top of mind' when they think of CUs

MORE Virginia consumers had lower rates and fees top of mind when asked about credit unions

Less consumers say credit unions are NOT a viable option

After the campaign, a much smaller percentage of Virginians say CUs are not a viable option.

More consumers want to visit a CU website to find out more

MORE Virginia consumers want to know more about credit unions

More consumers believe credit unions have better and more personal service

MORE Virginia consumers want to know more about credit unions

More consumers are likely or very likely to join a credit union

71% Round 1
74% Round 2
Overall, the viral video was a great success. We were able to tap into a medium previously unknown to the credit union system.

Consumers watched over 2 years and 89 days of the Quit the Hit video. We were able to reach and make an impact with our target demographic to an 83.63% positive sentiment.

As one YouTube video comment from VirtualFrog900 states, "I think every Virginian should do this," we have begun to increase the awareness of the benefits of credit unions.

- Credit Union awareness in Virginia was already very high (78%). This campaign reduced the “fog” of uncertainty surrounding credit unions as less consumers say credit unions are not a viable option.
- We have increased the consumer awareness of the benefits of credit unions - specifically lower rates / fees.
- We have increased consumer desire to find out more about credit unions.

Source: Viral Gains and Attune, LLC

PHASE 2: COMING THIS FALL!

Goal:
Continue social media campaign and drive more traffic to QuitTheHit.com.

Event Marketing:
Promotional activities at community events throughout Virginia designed to share benefits of credit unions to more consumers.

Guerilla Marketing:
Unconventional/Non-Traditional marketing tactics to stretch our budget and deliver results! Details coming soon.

For additional information, contact:
Bethany Scott at bscott@vacul.org or Nicole Widell at nwidell@vacul.org