



## GSTV

### A high-octane additive for your ad budget.

When it comes to messaging, one of the greatest advantages a credit union has is being part of the community you serve. You're right there in the middle of things. You know where your members and prospects work, play, shop and fill up their tanks.

The day people fuel up is an important day, offering an efficient way to reach your target audience when utilizing GSTV's national video network.



# GSTV

## It's tough to compete against big bank marketing budgets.

Every day, credit unions fight to compete with national banks despite having nowhere near the marketing budget or brand recognition. Getting the most out of every advertising dollar is important.

And while you'll never beat the big banks on a national scale, you can win in your own backyard. Capitalize on your consumer's attention with GSTV's guaranteed 1:1 captive audience. You can localize your media buys to your target demographics and neighborhoods, as well as utilize the national scale of 24k+ GSTV stations.

## Sending the right message, at the right time.

Your viewer is on-the-go and on their consumer journey. You have the opportunity to communicate with consumers, knowing their current mindset, location and potential next steps.

Reach 18MM+ credit union members each month and ensure your credit union is top of mind by pointing them in the right direction as they fuel up. Every month reach viewers at the nation's leading fuel retailers like 7-Eleven, Arco, BP, Circle K, Chevron, Exxon-Mobil, Gulf, KwikTrip, Marathon, Phillips 66, Speedway and Sunoco.

Your ad will air alongside exclusive content from Cheddar, What's Trending, On-The-Go Weather, NFL Network, Stadium, ChiveTV, Chowhound, Fusion, the List, CNET, So Yummy, Blossom, MLB Network, Live Nation, and more.

## GSTV offers high value & relevant consumers for credit unions.

GSTV is a leader in reaching targeted audiences at scale. And for a credit union's investment, GSTV is the most valuable, effective and cost-efficient way to reach local consumers. Through CU Solutions Group®, you get premium digital video advertising and your credit union can access exclusive, discounted pricing on GSTV.

With GSTV's captive 1:1 audience, your prospective customer's eyes and ears are on only your custom advertisement.

## Key Features

- +72% higher ad recall than TV
- +36% higher ad recall than digital video
- 86% of people who visit a GSTV station watch/listen
- +14% more likely to have changed banks in the past year
- 56MM+ monthly viewers that value customer service in their banks.

Source: GSTV Nielsen/Lieberman/Mfour Ad Effectiveness Studies, 2006-2019. Nielsen Demo Study, Q3 2019. Nielsen DPB Fusion 2018 to GfK MRI Doublebase Study, A18+ vs total pop. Nielsen Media Impact, May 2019.

Let GSTV help your credit union become more visible by emailing [NBCSalesTeam@CUSG.com](mailto:NBCSalesTeam@CUSG.com).