

How Liberty Savings Shows Credit Union Solidarity in Advertising

Liberty Savings Federal Credit Union has just launched its newest brand campaign. The messaging can be seen currently on the NJ PATH Transit System.

JERSEY CITY, NY, US, June 4, 2016 /EINPresswire.com/ -- Local New Jersey credit union, [Liberty Savings Federal Credit Union](#), has just launched its newest brand campaign. The messaging can be seen currently on the NJ Path and will be rolled out into print and other NJ transportation through the coming months. This campaign has been especially important to Liberty Savings because of its focus the positive member support that all credit unions can provide.

This credit union solidarity is something that credit unions over the years have really entrenched into their messaging. It has worked to provide consumers with the positive benefits of credit union membership, and instilled a strong sense of community.

“The ‘cooperative community feel’ is a core philosophy of credit unions,” shares Karen Velasquez, Marketing & Business Development Officer of Liberty Savings, “Promoting this embraces the team player spirit, and a promise that community and members needs are first.”

This positive strength of community is what prompted Liberty Savings and advertising agency [Prager Creative](#), to

push for a message of inclusion within the new campaign. The resulting advertising collaboration with Prager Creative shows the positive outcomes members can benefit from by banking at a credit union. Included in that messaging is [#BankingYouCanTrust](#), a social media initiative that is currently used by



credit unions nationwide to provide a shared conversation for their audience.

Liberty Savings, along with their marketing partner, hopes that this initiative will keep people thinking about the benefits of credit unions as a whole, and continue to support the message of credit union solidarity for the future.

ABOUT LIBERTY SAVINGS FEDERAL CREDIT UNION

Liberty Savings Federal Credit Union was founded in 1951 by the late William & Catherine Miller to serve members of the Jersey City public school system. Their commitment to community has helped them grow from the original 68 members to more than 22,000 members and over \$87 million in assets. Liberty Savings FCU membership is open to anyone who lives, works, worships, or attends school anywhere in Hudson

County. Visit www.LSFCU.org to find out more.

ABOUT PRAGER CREATIVE

Prager Creative develops digital and traditional advertising for B2B and B2C clients, with a specialty in helping financial institutions elevate brand awareness through creative solutions. Please visit pragercreative.com to find out more and see more of their work.

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*Karen Velasquez, Marketing
& Business Development
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