

&Barr unleashes latest chapter of Space Coast Credit Union's Watchdog advertising campaign

ORLANDO, FL, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- &Barr announces the launch of the latest chapter of Space Coast Credit Union's (SCCU) Watchdog advertising campaign, "Banking on It." Through its integrated creative, public relations, organic social, media and analytics services, &Barr developed the campaign to reinforce SCCU's commitment to protecting members' financial well-being while strengthening the credit union's brand and connecting with current and future members across Florida.



Watchdog has become one of SCCU's most recognized brand assets. The campaign has also been recognized with a Gold Graphis Advertising Award, a Silver ADDY Award, and a MarCom Platinum in Advertising and Marketing Rich Media Gaming in 2025, Two Platinum Vega Awards and one Best of Show Vega Award in 2024.

"Watchdog has become one of our members' favorite parts of the SCCU brand, and 'Banking on It' proves he still has surprises left. Every time we put him in a new, unexpected place, it's a reminder that the protection he represents follows our members everywhere, even to a soccer game or a Renaissance faire," said Joelle Hahn, SCCU's SVP of Marketing.

The "Banking on It" campaign includes two commercials that put Watchdog's singular focus on display: rather than perking up at typical dog trigger words like "walk" or "treat," Watchdog snaps to attention only for financial terms like "checking" and "banking." Set at a soccer match and a Renaissance faire, the spots use that unexpected instinct to create humorous, tail-wagging moments while reinforcing Watchdog as SCCU's trusted symbol, representing the credit union's promise to protect its members.

"The strongest brands in the world don't have to rent celebrities for every campaign. They invest

in distinctive brand assets and reinforce them from different angles over time. For Space Coast Credit Union, that asset is Watchdog,” said Christian Wojciechowski, SVP of Creative and Strategy at &Barr. Every new story strengthens the same belief: protecting members isn't a marketing promise, it's instinct. That's how brands stop begging for attention and start owning a consumer's memory.”

The campaign reaches audiences across Florida through digital advertising, billboards and broadcast media, including major networks, connected TV apps and audio streaming, in both English and Spanish, and will run throughout the year following its June launch.

To view the commercial and high-res images, click [here](#).

About &Barr

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida's oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including Florida's Space Coast Office of Tourism, Massey Services, Ripley's Entertainment, Inc., Rosen Hotels & Resorts, Space Coast Credit Union and the YMCA of Central Florida, among others. Celebrating nearly 70 years in business, &Barr's headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit www.andbarr.co.

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