



March 5, 2024

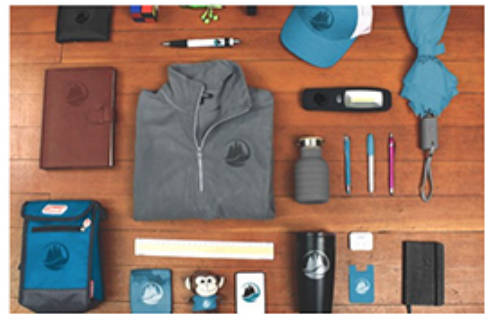
Marketing swag: What's hot, what's not (& what is it even?)

A recent article from The Financial Brand shares good insight on marketing swag. Savvy bank and financial marketers use swag to acquire customers and build long-term brand loyalty. The key? Developing a strategy built around utility and consumer preferences based on data.

A good promotional swag strategy helps build brand awareness and recall; 61% of consumers can still name the company that gave them promotional swag a year after receiving it, according to PPAI's 2021 Consumer Study Report. Positive brand perception is another driver and plays into human psychology. Gift-giving triggers the desire to reciprocate, predisposing recipients to a favorable view of your brand. That's reflected in the PPAI data; 75% of consumers are at least somewhat likely to switch brands after receiving a promo product they loved from a brand they had never used before.

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 PROMOTIONAL PRODUCTS



A marketing strategy is never complete without the added exposure that promotional products provide. Choose from nearly a million products that display your brand identity and suit your company's objectives. From pens to apparel, American can tailor a promotional program that seamlessly integrates with your marketing campaign. We can help tell your unique story through promotional products that work.

- Apparel & Uniforms
- Drinkware & Accessories
- Writing Instruments
- Tech Items
- Awards & Incentives
- Totes & Bags
- Gift Sets
- Health & Wellness
- Caps & Scarves



Are you in the market for high quality promotional products?

Look no further than American Solutions for Business, a League business partner since 2018. Find high-quality promotional products, fast delivery times, and prices to fit all budgets with customization and relevant recommendations. ASB operates locally with a

single layer of corporate management, reducing overhead and enabling customers to enjoy greater value per purchasing dollar.

Contact [Karen Mendes](#) and find the right promotional products to kick start your marketing efforts now!

[Rewarding Credit Union Members with Savings on Top Shelf, Everyday Brands](#)

More than ever before, people are hearing the credit union story and becoming credit union members. There are a lot of compelling reasons to convert to a credit union, from values and trust to rates and service. But once someone becomes a member, what then? What's the best way to engage them and to cement their loyalty?

Love My Credit Union® Rewards is a program that benefits your members in their daily lives. By participating in Love My Credit Union Rewards, credit union members have enjoyed nearly \$2 billion in savings on products and services they are already using every day. These are rewards and incentives that nobody can ignore, and money talks — your members will be telling their friends, family and coworkers that the credit union difference is behind the extra spring in their step.

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TruStage Insurance Agency

[Cyberuptive explains managed detection and response](#)

Managed Detection & Response, also known as MDR, is a cybersecurity service that adds incident response to the traditional Security Operations Center (SOC). Cyberuptive's MDR response services bring value to your SOC by taking immediate action against potential threats.

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This is to advise all credit unions that effective April 22, 2024, 21st Century Centennial Insurance Company, operating under the Farmers Insurance Hawaii (FIH) brand, will

discontinue offering new Private Passenger Auto policies in Hawaii.

Claims inflation, driven by rising severity trends, combined with increased costs associated with replacement parts and higher labor rates, has made it difficult to cover operating costs and to grow new business sufficient to ensure profitability.



There are currently no plans to non-renew or cancel existing Private Passenger Auto policies in Hawaii. Please note that a policyholder's HCU Services Corporation (HCUS) will expire one year from the termination date of the contract.

The Farmers Insurance contract with the HCU Services Corporation expires on December 4, 2024. Due to our agreement, HCUS is unable to engage with a new automobile insurance carrier until the beginning of January 2025.

If you have any questions, please contact Grant Kashiwabara at 808.941.0556.

INDIRECT LENDING

Originate more indirect loans with CUDL[®] from Origence

Connect to the largest credit union dealer network, leverage integrated technology, and tap into results-based indirect lending.

The advertisement features a woman smiling and holding a car key, with a dark background for the text.

Experience indirect lending built for today's modern credit union lenders. From AI-driven automation and intelligent decisioning, to best-in-class integrations and the reach of the CUDL dealer network, you'll have everything you need for indirect lending success.

[Read more](#)

TruStage

HI Human Intelligence.

You've heard about Artificial Intelligence (AI). Now say HI to the human side of AI.

The advertisement shows a woman and a man in a professional setting, with a yellow background for the text.

You've heard of AI. Well, we've got our own take on AI. We call it HI. Human Intelligence. In an evolving consumer landscape, TruStage™ creates technology-enabled experiences guided by data and human insights to help you and your

members throughout every stage of their financial journey.

[Find out](#) how your members can benefit from a more human approach to technology.



Hawaii Credit
Union League
2024 Annual
Convention
April 25-27, 2024
Hilton Hawaiian Village

Navigating
a Changing
Landscape

[Registration open for HCUL members and qualifying vendors](#)

REGISTRATION DEADLINE: MARCH 8, 2024



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AND THE COMMUNITIES THEY SERVE

[Click here to support Maui wildfire relief](#)

[Click here to see the outpouring of support for Maui wildfire relief](#)

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If you have any questions or comments concerning this newsletter, please contact
Becky Jandoc at becky.jandoc@hcul.org or directly at 808.203.6416 or for neighbor
islands toll-free at 1.888.331.5646, ext. 416.

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