

## Tangible Value: Young Adults Post-Sale Strategy

Sicredi is a system with 100 credit unions serving 3 million members across Brazil under a single brand. Since 2013, Sicredi doubled its young adult new members with its targeted bundle offer called Sicredi Touch.

With an award winning marketing campaign, and a different, youth-specific welcome kit experience, the offer worked wonders into generating new members, but how would young adults continue to benefit from a tailored service approach after they've become members?

Many credit unions within Sicredi managed to successfully activate and retain young adult members, and two of them had innovative and creative initiatives to support that.

Sicredi's Vale do Taquari is a 50,000 member credit union, located in the city of Lajeado, down south in the Rio Grande do Sul state. They soon realized that to be part of the young adult demographic, they would have to activate the relationship with Sicredi's brand outside the branch. Especially by sharing good experiences and generating an aspirational atmosphere to engage and generate value for the offer.

They saw an opportunity at Lajeado's annual costume party, a big event in town, where young adults are eager to participate and socialize. A simple sponsorship wasn't enough to achieve their goals, because they not only aimed to gain brand presence but also make it clear that having a Sicredi Touch account is "different" and "cool."

Besides the promoters and merchandising material they decorated the best and most wanted VIP space, and offered a discount of BRL \$20 (or US\$7) to everyone who bought the ticket using the Sicredi Visa Touch card. It was a success!

In another credit union, 500 miles away, in the state of Paraná, Sicredi Vale do Piquiri ABCD was facing the same challenge. How to continuously deliver a great experience, focused on the young adult target audience, but this time inside the branch and within its services?

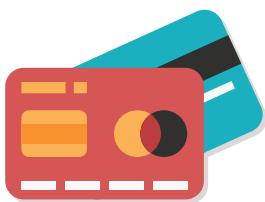
It was easy to notice that, despite the great service provided to all members, young adults had difficulty keeping up with financial jargons, product features and pricing when discussing with their account manager. So they came up with the idea to hire young adult account managers to better align the communication of financial advice.



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***Sicredi's Vale do Taquari credit union saw an opportunity to not just sponsor the Lajeado costume party where many young adults participate, but also to gain brand presence by making it clear that having a Sicredi Visa Touch account is unique.***

For example, a “revolving checking account” was something they didn’t understand at first, and couldn’t cope with its higher price. Once it was described as an “Automatic Extra Credit Limit” and young managers had time and knowledge to explain how it worked, everything was cool and clear.

Before launching the Touch Account, research indicated that dealing with people of their own age was not a big deal, or very relevant, for young adults. They were looking for something simple, cheap and easy to use. But, when you have a young adult exclusive account officer, with specific training, they are able to better advise and explain these complex terms and how things work for young adults.