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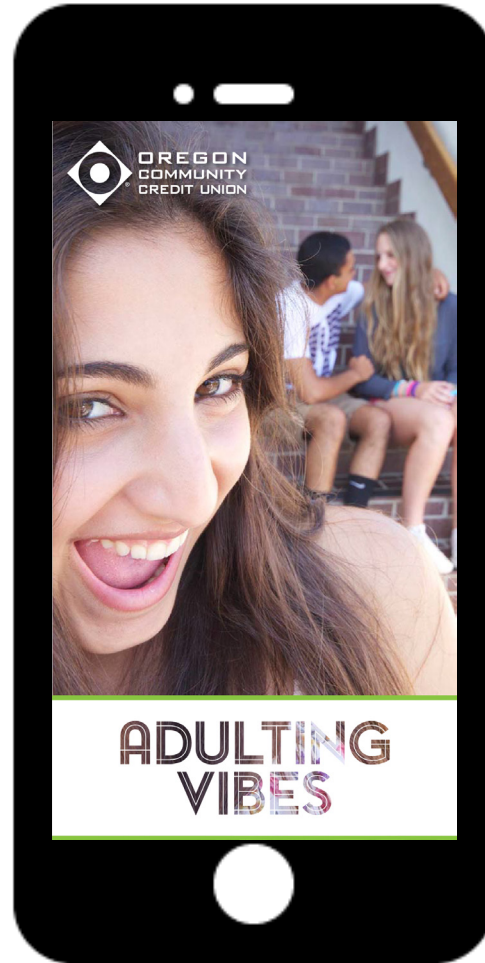
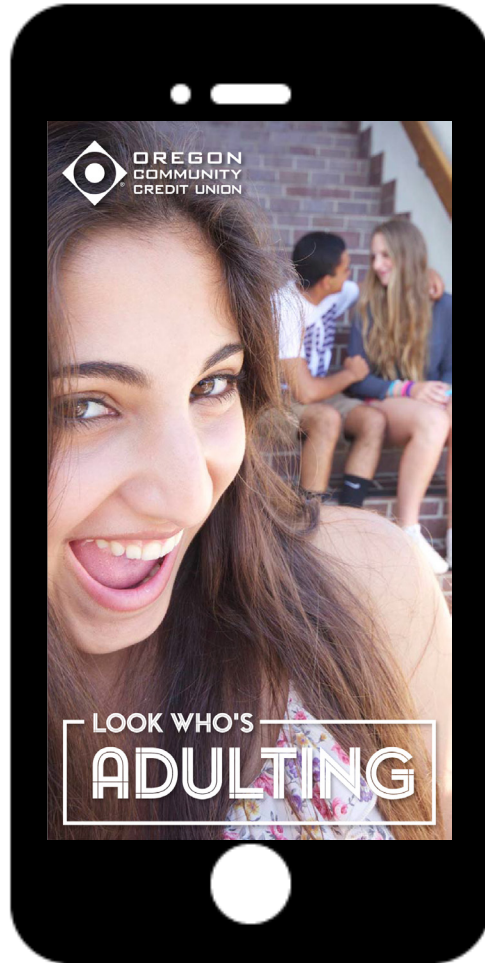
OCCU Millennials Campaign 2016

August 29, 2016

Snapchat Filter

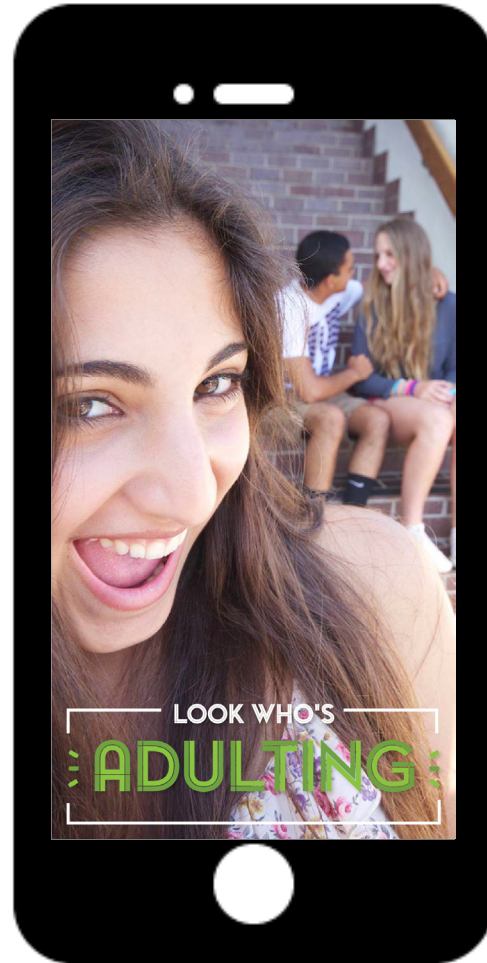
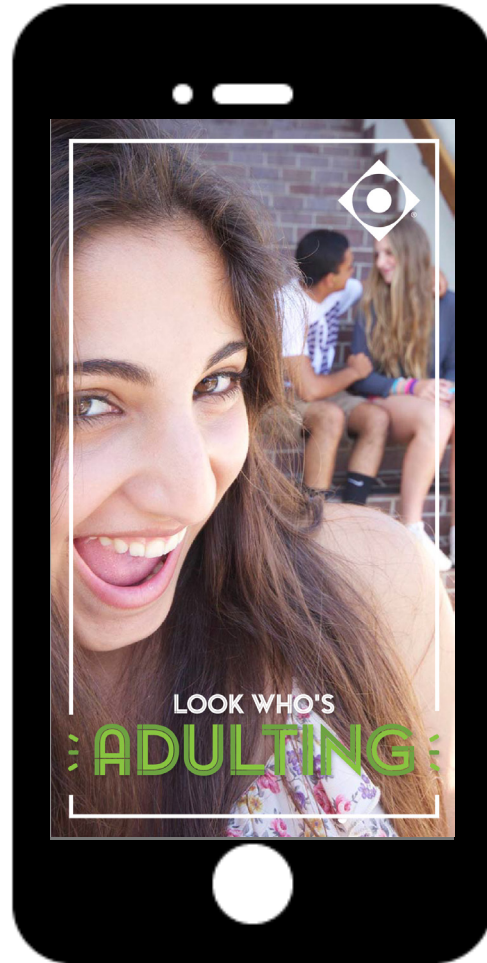


Snapchat Filters Option 1 and 2



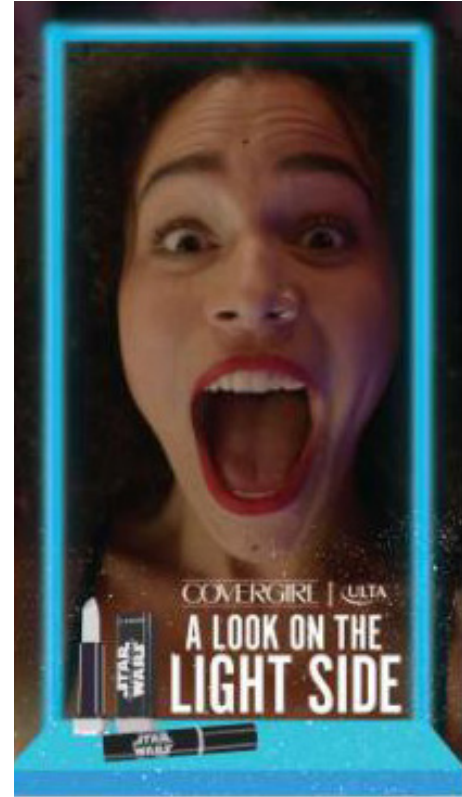
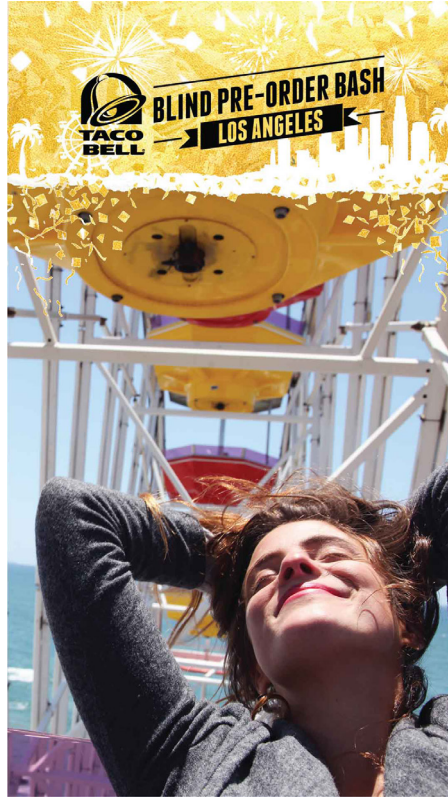


Snapchat Filters Option 3 and 4





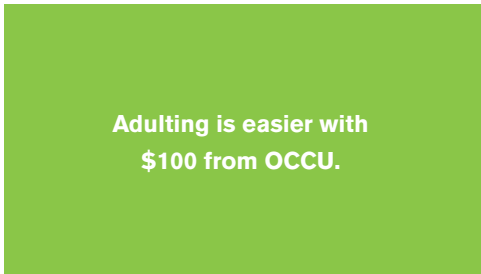
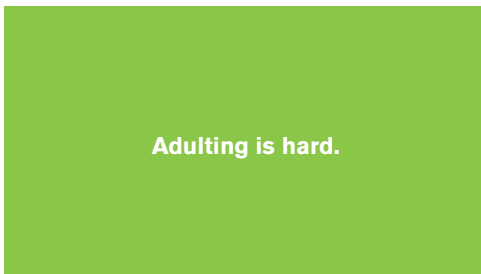
Snapchat Filter Examples



YouTube



Pre-Roll :15 Storyboard (Adulting Heads Up)



Adulting terms are FPO for now. We will customize based on footage.



Pre-Roll :30 Storyboard (Newly Adulting) - Example 1

If your wallet were a candy bar would it be a:



Adulting is easier with \$100 from OCCU.

**OREGON
COMMUNITY
CREDIT UNION**

#Adulting
occuadulting.com

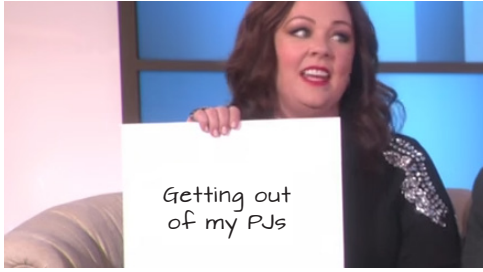
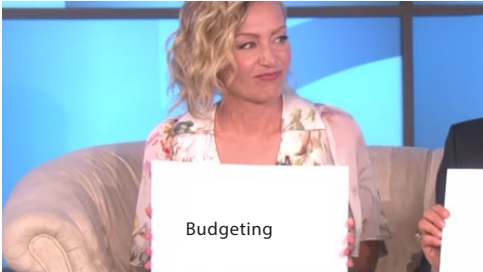
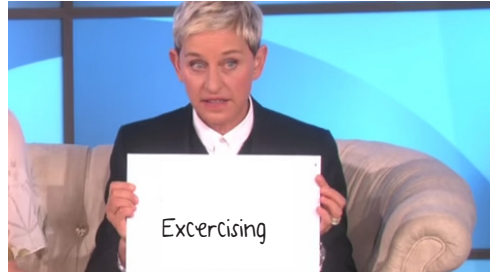
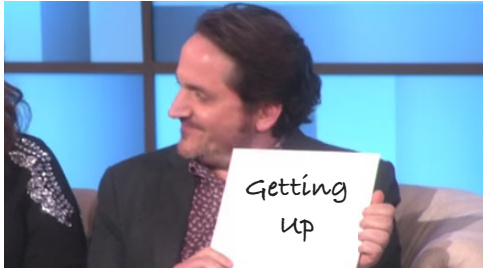
Federally Insured
by NCUA

Shots of students holding up adulting answers from the Newly Adulting Game.
Adulting terms are FPO for now. We will customize based on footage.



Pre-Roll :30 Storyboard (Newly Adulting) - Example 2

What's an area where you need help adulting?



Adulting is easier with \$100 from OCCU.



**OREGON
COMMUNITY
CREDIT UNION**

#Adulting
occuadulting.com

Federally Insured
by NCUA

Shots of students holding up adulting answers from the Newly Adulting Game.
Adulting terms are FPO for now. We will customize based on footage.



YouTube Pre-Roll with Companion Banner - Option 1

The image shows a YouTube video player interface. The main video player is displaying a pre-roll advertisement for 'occuadulting.com'. The ad features a woman sitting on a couch, holding a sign that says 'BUDGETING'. A 'Skip Ad' button is visible in the bottom right corner of the video player. Below the video player, the video title is 'Oregon Ducks vs. Cal Bears- Oregon Highlights 11/07/2015' by Brandon Hamada, with 18,765 views. The video description states: 'Published on Nov 8, 2015 Here are some Oregon Ducks highlights from the game against the Cal Golden Bears from Autzen Stadium on 11/07/2015. Go Ducks!'. To the right of the video player, there is a companion banner for 'MAKE ADULTING EASIER' with a 'LEARN MORE' button. Below the banner, there is a 'Up next' section with several video recommendations, including '2015 NCAA Football Week 9 Oregon at Arizona State', 'Oregon Ducks vs. Stanford Cardinal- Ducks Highlights 11/14/2015', 'Oregon Ducks vs Arizona State- Ducks Highlights 10/29/2015', 'Rose Bowl 2015- Oregon Ducks Highlights', 'The person you really need to marry | Tracy McMillan | TEDxOlympicBlvdWomen', and 'Oregon Ducks vs. Michigan State Spartans- Oregon Highlights 09/12/15'.

YouTube

MAKE ADULTING EASIER
Get \$100 from Oregon Community Credit Union. LEARN MORE

Up next Autoplay

2015 NCAA Football Week 9 Oregon at Arizona State
by Evgeniy Fedorov
3:02:46 10,404 views

Oregon Ducks vs. Stanford Cardinal- Ducks Highlights 11/14/2015
by Brandon Hamada
12:42 18,094 views

Oregon Ducks vs Arizona State- Ducks Highlights 10/29/2015
by Brandon Hamada
14:02 19,453 views

COLLEGE FOOTBALL PLAYOFF
Rose Bowl 2015- Oregon Ducks Highlights
by Brandon Hamada
17:42 161,420 views

The person you really need to marry | Tracy McMillan | TEDxOlympicBlvdWomen
by TEDx Talks
13:59 Recommended for you

Oregon Ducks vs. Michigan State Spartans- Oregon Highlights 09/12/15
by Brandon Hamada
9:15 2,907 views

BUDGETING

Skip Ad ▶

Ad • 0:07 occuadulting.com*

Oregon Ducks vs. Cal Bears- Oregon Highlights 11/07/2015

Brandon Hamada
Subscribe 661

18,765

+ Add to Share More

100 5

Published on Nov 8, 2015
Here are some Oregon Ducks highlights from the game against the Cal Golden Bears from Autzen Stadium on 11/07/2015. Go Ducks!



YouTube Pre-Roll with Companion Banner - Option 2

The screenshot shows a YouTube video player interface. At the top, there is a navigation bar with the YouTube logo, a search bar, and an 'Upload' button. The main video player area is divided into two sections. The left section shows a video titled 'Writing a Check' with a 'Skip Ad' button. The right section features a companion banner for 'MAKE ADULTING EASIER' with the text 'Get \$100 from Oregon Community Credit Union'. Below the banner is an 'Up next' list of related videos, including '2015 NCAA Football Week 9 Oregon at Arizona State', 'Oregon Ducks vs. Stanford Cardinal- Ducks Highlights 11/14/2015', 'Oregon Ducks vs Arizona State- Ducks Highlights 10/29/2015', 'Rose Bowl 2015- Oregon Ducks Highlights', 'The person you really need to marry | Tracy McMillan | TEDxOlympicBlvdWomen', and 'Oregon Ducks vs. Michigan State Spartans- Oregon Highlights 09/12/15'. The video player also displays the title 'Oregon Ducks vs. Cal Bears- Oregon Highlights 11/07/2015', the channel name 'Brandon Hamada', a 'Subscribe' button with 661 subscribers, and a view count of 18,765. The video description at the bottom reads: 'Published on Nov 8, 2015 Here are some Oregon Ducks highlights from the game against the Cal Golden Bears from Autzen Stadium on 11/07/2015. Go Ducks!'.

Facebook



Facebook - Video Ads

Search for people, places and things

Aaron Stump, Scott Atkinson and 4 others like InVision.

 **Oregon Community Credit Union**
4 hrs · 🌐

Watch the must-see highlights of students facing off in our Newly Adulting game!



Like Comment

Irma Guerrero likes this.

 **Unbounce** Like Page
June 17 at 12:00pm · 🌐

Embarrassing writing habits and an easy-to-remember landing page copywriting formula in this episode of #CTApodcast.



FRIEND REQUESTS See All

 **Abdullah Ismail**
[Confirm Friend](#)

PEOPLE YOU MAY KNOW See All

 **Sutton Ricketson**
4 mutual friends
[Add Friend](#)

 **Matt Allen**
5 mutual friends
[Add Friend](#)

SPONSORED Create Ad



Weight Watchers
weightwatchers.com
Healthy lunch doesn't have to be a snooze-fest! Make healthy meals fun.



Facebook - 1200x628 Ad - Option 1

The screenshot shows a Facebook interface with a blue header bar. The search bar contains the text "Search for people, places and things". The main feed area features a post from Oregon Community Credit Union, which is highlighted with a red border. The post includes a green logo, the text "Oregon Community Credit Union", a timestamp of "4 hrs", and the main text "Are you basic at adulting? Or do you think you're pretty savage at it? Take our quiz to find out!". Below the text is a video thumbnail showing a person holding a mug with the hashtag "#ADULTING" overlaid in large white letters. The post has "Like" and "Comment" buttons and shows "Irma Guerrero likes this.". Below the main post is another post from Unbounce, dated "June 17 at 12:00pm", with the text "Embarrassing writing habits and an easy-to-remember landing page copywriting formula in this episode of #CTApodcast." and a thumbnail of a chalkboard with math equations. The right sidebar contains sections for "FRIEND REQUESTS" (Abdullah Ismail, Confirm Friend), "PEOPLE YOU MAY KNOW" (Sutton Ricketson, Add Friend; Matt Allen, Add Friend), and "SPONSORED" (Weight Watchers, weightwatchers.com, Healthy lunch doesn't have to be a snooze-fest! Make healthy meals fun.). The footer of the page includes "English (US) · Privacy · Terms · Cookies · More" and "Facebook © 2014".



Facebook - 1200x628 Ad - Option 2

The screenshot shows a Facebook interface with a search bar at the top. The main feed features a post from Oregon Community Credit Union (OCCU) with a red border around the ad content. The ad includes a video player with the word "ADULTING" overlaid and the text "Made easier by OCCU". Below the video are interaction buttons for "Like" and "Comment", and a notification that "Irma Guerrero likes this." Below the ad is a post from Unbounce about copywriting formulas. The right sidebar contains sections for "FRIEND REQUESTS" (Abdullah Ismail), "PEOPLE YOU MAY KNOW" (Sutton Ricketson, Matt Allen), and "SPONSORED" (Weight Watchers).

Search for people, places and things

Aaron Stump, Scott Atkinson and 4 others like InVision.

Oregon Community Credit Union
4 hrs · 🌐

Calling all young adults! Do you know your adulting skill level? Test your knowledge by taking our quiz.

ADULTING

Made easier by OCCU

Like Comment

Irma Guerrero likes this.

Unbounce
June 17 at 12:00pm · 🌐

Embarrassing writing habits and an easy-to-remember landing page copywriting formula in this episode of #CTApodcast.

Weight Watchers
weightwatchers.com
Healthy lunch doesn't have to be a snooze-fest! Make healthy meals fun.

English (US) · Privacy · Terms · Cookies · More · Facebook © 2014



Facebook - 1200x628 Ad - Option 3

Facebook interface showing a sponsored post for Oregon Community Credit Union (OCCU) and other content.

Search for people, places and things

Aaron Stump, Scott Atkinson and 4 others like InVision.

Oregon Community Credit Union
4 hrs ·

Can you adult better than your friends? Take our Adulting Quiz to find out!



ADULTING
is easier with
\$100 from OCCU*

Like Comment

Irma Guerrero likes this.

Unbounce
June 17 at 12:00pm ·

Embarrassing writing habits and an easy-to-remember landing page copywriting formula in this episode of #CTApodcast.



FRIEND REQUESTS [See All](#)

Abdullah Ismail
[Confirm Friend](#)

PEOPLE YOU MAY KNOW [See All](#)

Sutton Ricketson
4 mutual friends
[Add Friend](#)

Matt Allen
5 mutual friends
[Add Friend](#)

SPONSORED [Create Ad](#)

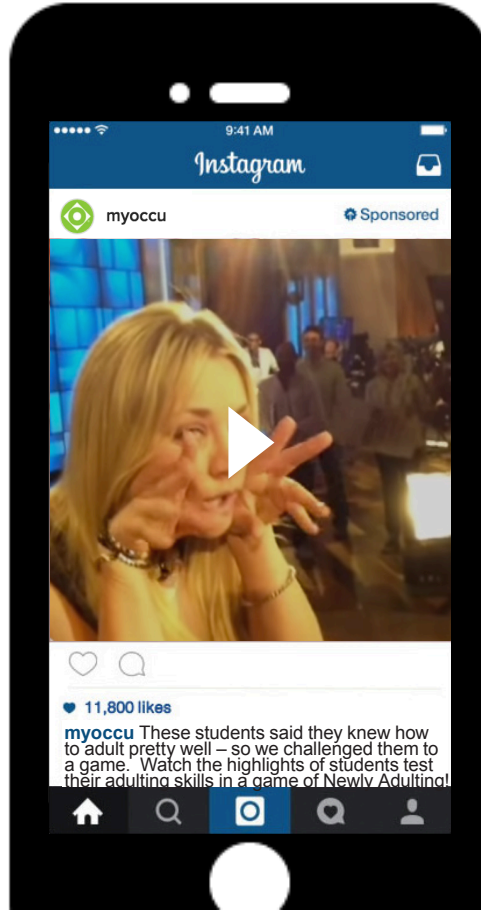


Weight Watchers
weightwatchers.com
Healthy lunch doesn't have to be a snooze-fest! Make healthy meals fun.

English (US) · [Privacy](#) · [Terms](#) · [Cookies](#) · [More](#) · Facebook © 2014

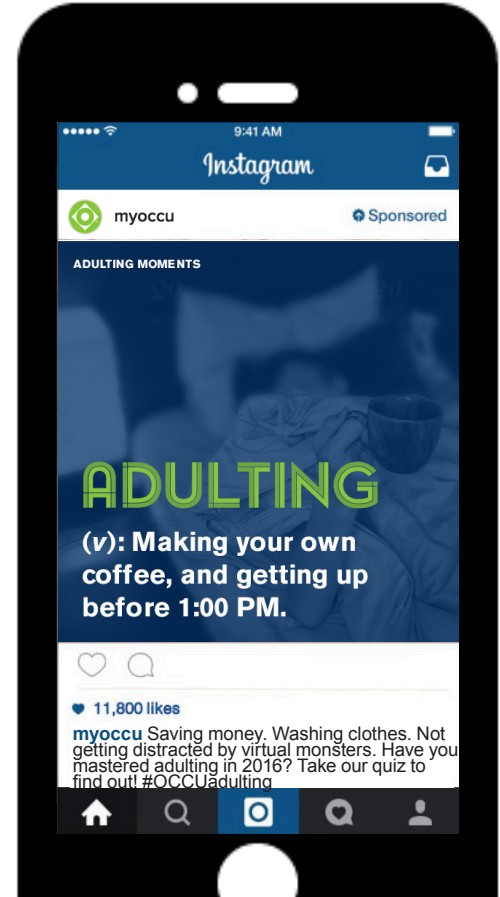
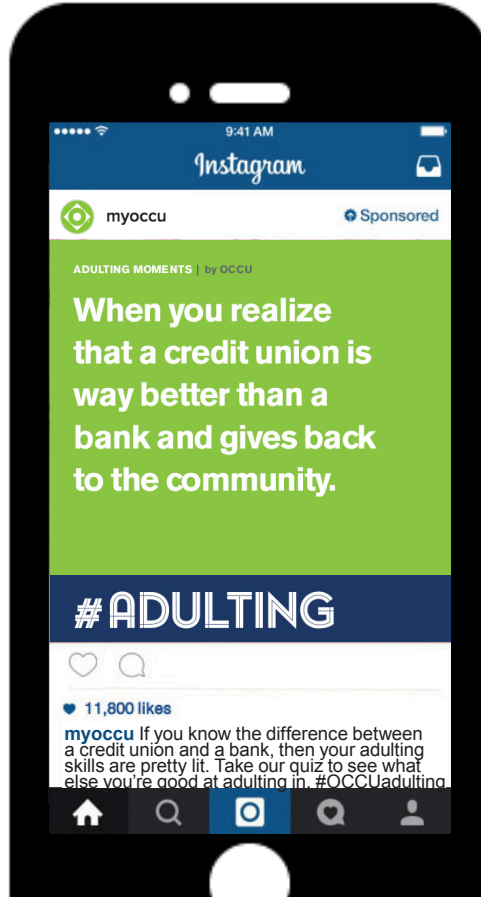


Instagram - Video Ad





Instagram Ad Options 1, 2 and 3






Twitter - Video Ad

The image shows a screenshot of a Twitter interface. At the top, there are navigation icons for Home, Moments, Notifications, and Messages, along with a search bar and a profile picture. The main content area features a video advertisement highlighted with a red border. The ad is from Oregon Community CU (@MyOCCU) and is dated August 23. The text of the ad reads: "Watch students challenge each other in a game of Newly Adulting! #OCCUadulting". The video thumbnail shows a young woman with blonde hair, looking surprised or excited, with her hands near her face. Below the video, there are icons for retweeting (154), liking (1.3K), and a three-dot menu. The ad is marked as "Promoted". Below the ad, there is a section titled "While you were away..." which shows a tweet from Chris Cornell (@chriscornell) dated August 22. The tweet text is: ".@thepromisefilm debuts at @TOfilmfest Sept 2016 #TIFF2016 @esralian @BuckmasterSound". The video thumbnail for this tweet shows a stage performance with a large digital display showing "194227R".



Twitter - Cards - Options 1, 2 and 3


 **Oregon Community CU @MyOCCU** ✕
Is your adulting savage? Take our quiz to find out just how adult you really are. #OCCUadulting



Take OCCU Adulting Quiz
occuadulting.com

↩️ ↻ 71 ❤️ 303

 Promoted


 **Oregon Community CU @MyOCCU** ✕
Have you mastered adulting in 2016? Take our quiz to find out! Then share your results with friends.



Take Quiz Now
occuadulting.com

↩️ ↻ 71 ❤️ 303

 Promoted

 **Oregon Community CU @MyOCCU** ✕
Can you adult better than your friends? Take our Adulting Quiz to find out! #OCCUadulting



Take Adulting Quiz Now
occuadulting.com

↩️ ↻ 71 ❤️ 303

 Promoted

Thank You!



iqagency.com