



ig

OCCU Millennials Campaign 2016

November 1, 2016

Facebook




Facebook - Video Ad - Alarm Clock

ole, places and things


Eric

Suggested Post

 **Oregon Community Credit Union** Like Page

4 hrs · 🌐

Adulting. Ugh. Make it easier and get \$100 when you open a Remarkable Checking Account.*



Get \$100 for Adulting. Learn More

MyOCCU.org/Adulting

18 Likes 6 Comments 1 Share

Like Comment Share


FRIEND

PEOPLE

SPONSOR

Weight
weightw
Healthy
snooze

**WHAT DOES
ADULTING
MEAN TO YOU?**




**USING AN
ALARM CLOCK.**

THAT'S ADULTING

**SEE HOW OCCU
MAKES ADULTING
EASIER.**

MyOCCU.org/Adulting

 OREGON
COMMUNITY
CREDIT UNION


Member Since 1950




Facebook - 1200x628 Ad (Animated Gifs)

ple, places and things

Aaron Stump, Scott Atkinson and 4 others like InVision.

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

Make it rain more! Get \$100 when you open a Remarkable Checking Account with OCCU.*



Get \$100 for Adulting. [Learn More](#)

MyOCCU.org/Adulting

18 Likes 6 Comments 1 Share

👍 Like 💬 Comment ➦ Share



Facebook - 1080x1080 Carousel

T-Mobile LTE 3:47 PM 91%

Like Comment Share

Oregon Community Credit Union
Sponsored ·

Adulting levels get intense when OCCU gives you \$100 just for opening a checking account.*

Adulting Level: No Chill
Get \$100 from OCCU.

Adulting Level: Lit
Get \$100 from OCCU.

Adulting Level: Epic
Get \$100 from OCCU.

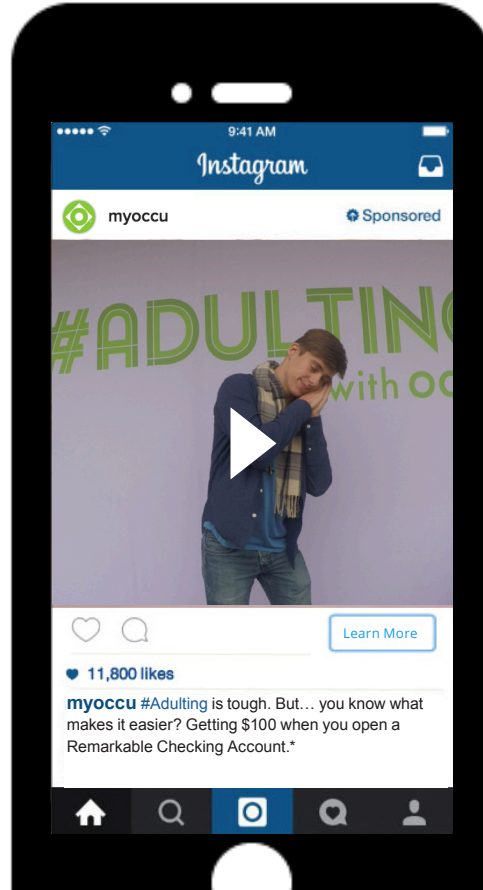
Adulting Level: Flawless
Get \$100 from OCCU.

91 Likes 1 Comment

Like Comment Share

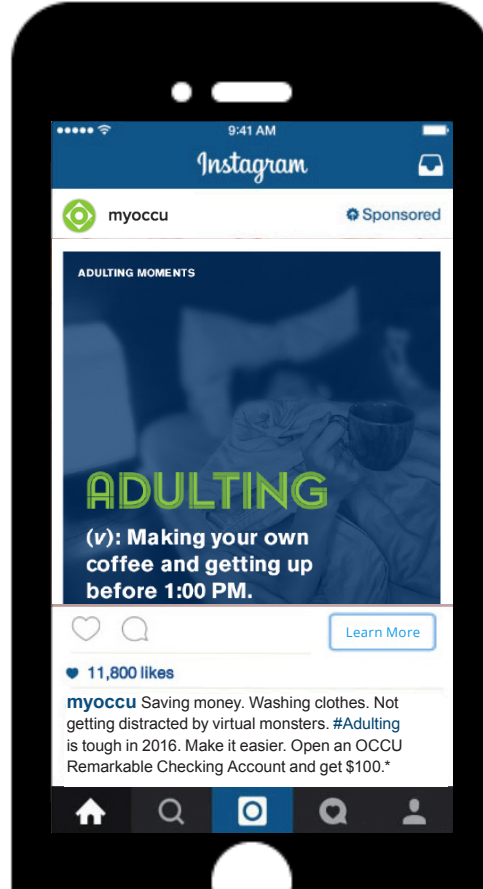


Instagram - Video Ad





Instagram - Ad Option B





Twitter - Video Ad

The screenshot shows a Twitter interface with a video advertisement highlighted by a red border. The ad is from Oregon Community CU (@MyOCCU) and features a man in a blue jacket and jeans standing in front of a green wall with the text "#ADULTING with OCCU". A large white play button is centered over the video. Below the video, the ad text reads: "Adulting is tough. Like getting up early tough. Make it easier. Open a Remarkable Checking Account and get \$100.* MyOCCU.org/Adulting". The ad also shows 154 retweets and 1.3K likes, and is marked as "Promoted".

Home Moments Notifications Messages Search Twitter

reanu near
1,961 Tweets

#UndeatedConvo
2,214 Tweets

#GetsMeFiredUp
7,294 Tweets

#WhenYouAdoptAPet
19.1K Tweets

#KellyFile

Oregon Community CU @MyOCCU · Aug 23
Adulting is tough. Like getting up early tough. Make it easier. Open a Remarkable Checking Account and get \$100.* MyOCCU.org/Adulting

#ADULTING with OCCU

154 Retweets 1.3K Likes

Promoted

While you were away...

Chris Cornell @chriscornell · Aug 22
.@thepromisefilm debuts at @TOfilmfest Sept 2016 #TIFF2016 @esrallian @BuckmasterSound

194227R



Twitter - Cards

 **Oregon Community CU @MyOCCU** ✕

Adulting is tough. Make it easier. Open a Remarkable Checking Account and get \$100.*



Get \$100 from OCCU.
MyOCCU.org/Adulting

  71  303

 Promoted

Thank You!



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