

Looney Tunes™ Savings Club Appeals to the Young and Young-at-Heart

The phrase “political cartoon” took on a new meaning when popular Looney Tunes™ characters such as Bugs Bunny and the Tasmanian Devil began to decorate the walls of the United States Senate Federal Credit Union (USSFCU) in November 1999. The cartoon images were displayed to introduce the Looney Tunes™ Savings Club for children. By March 2000, USSFCU had opened 308 new savings club accounts totaling \$135,000 combined.

Deluxe created the exclusive Looney Tunes™ Savings Club to encourage children to become more financially competent adults. Deluxe provides the program materials that feature characters licensed to Deluxe and chosen through research for their appeal to kids. More than 100 credit unions nationwide are participating in the program.

USSFCU, whose members include Senators, Senate staff members and the United States Supreme Court, offers a complete range of full-service financial services, but had never offered any products for children. “Our membership base has very few children, so we needed a program that appealed to grandparents and parents,” said Doug Payne, marketing director for USSFCU. “The Looney Tunes images have great appeal to kids and adults. Parents and grandparents recognize the images and sign-up their children or grandchildren for accounts.”

USSFCU promoted the Looney Tunes™ Savings Club in its newsletter, used sign-up forms as statement stuffers and displayed posters in its three locations. USSFCU uses the entire line of Looney Tunes™ materials offered by Deluxe including personalized deposit and savings slips, junior identification cards, coin-saving folders and pencils. Payne has customized the program to include kid-friendly bank statements, a children’s newsletter and a web site dedicated to children.

“Kids really love the customized materials,” said Payne. “We are opening about 50 or 60 accounts per month and have seen balances as high as \$6,800.”

For more information on the Looney Tunes Savings Club, contact your Deluxe account manager or call 1-888-633-5893. You can also visit www.deluxe.com/creditunion.

Looney Tunes, characters, names and all unrelated indicia are trademarks of Warner Bros.

©1996 ©1995.