

Alterna Wins Two Achievements in Marketing Excellence Awards

May 13, 2019 (Toronto, ON) – Alterna Savings (Alterna) once again picked up Achievements in Marketing Excellent (AIME) awards at the CCUA Conference in Winnipeg.

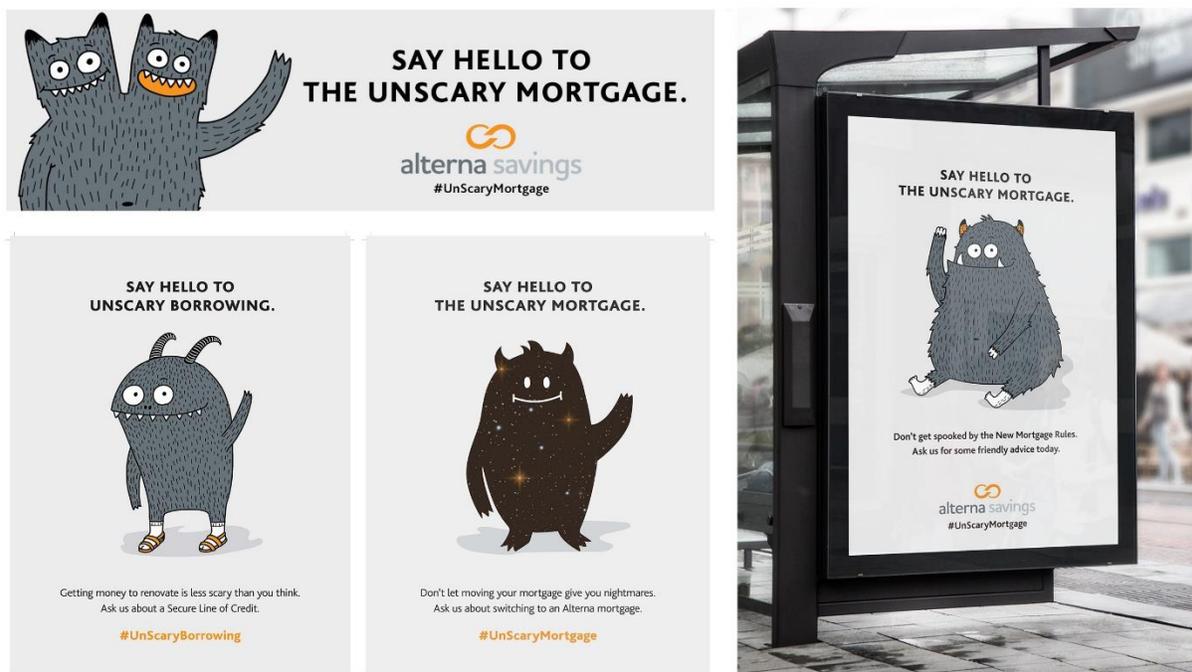
The winning Spring Mortgage and Fall Investment campaigns both featured the lovable UnScary monsters. The monsters reflected Alterna’s philosophy of being the Good in Banking and always making customers’ lives easier.

“We understand that mortgages and investments can be complex and intimidating, like a ‘big hairy monster,’” says Rob Paterson, President and CEO of Alterna. “Our campaign was to turn those scary monsters – and the financial conversations they represent – into unscary ones who are quirky, friendly and approachable.”

The UnScary monsters were an immediate hit. They resonated with consumers’ pain points and addressed them directly. They brought down barriers and reflected how Alterna made difficult financial decisions easy, empowering customers to move from inertia to action.

CCUA praised Alterna’s campaigns as “both simple and powerful... UnScary Banking quickly became a creative concept that provided a strong platform for all advice, product and rate offerings, plus conversational capital through characters that are memorable and ‘sticky.’”

With Alterna, there’s no need to fear mortgages, investments or any financial services. Welcome to UnScary Banking!



About Alterna Savings

Alterna Savings and Credit Union Limited (Alterna) has been the Good in Banking for over 110 years! Alterna is made up of Alterna Savings and Credit Union Limited and its wholly-owned subsidiary, Alterna Bank. Together, we have \$8 billion in assets under management.

As the first full-service, member-owned co-operative financial institution outside Quebec, Alterna Savings shares our expertise with more than 166,000 members through a network of 35 branches across Ontario, that includes our partners Toronto Municipal Employees' Savings and City Savings Credit Union, as well as our call centre and digital channels. Our members and customers also benefit from industry leading online brokerage and investment management services and have access to the largest surcharge-free ATM network in Canada through THE EXCHANGE® Network, with over 3,700 ATMs to serve them.

For more information please visit www.alterna.ca and connect with us on <https://twitter.com/alternasavings>.

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