



Atlanta Advertising Agency Launches New Campaign for LGE Credit Union

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The Burmeister Group, an Atlanta financial advertising agency, announced their launch of a new brand campaign for client LGE Community Credit Union. The theme of the campaign is "Membership means life your way."

"LGE is all about putting more money in your pocket," explained agency President Julie Burmeister. "It provides all the products and conveniences of a bank, but instead of the profits going to shareholders, they go back to members in the form of better rates and lower fees."

For years, the agency and credit union have focused on product-specific advertising, highlighting the credit union's many advantages such as High Rate Checking or a high rate Youth Savings account. But the team felt that it was time for a campaign that focused purely on the benefits of the brand, and credit unions in general.

For a long time, an individual had to work for a large company to belong to a credit union. But charters have been changing over the years, allowing more people the ability to join with no specific company ties. But

there is still a lot of misinformation and misunderstanding among consumers.

"We wanted to go back to the basics and focus on the benefits of membership vs. a bank. By saving money on your banking, LGE allows you to live a better life," said Burmeister. The campaign will consist of radio commercials, outdoor advertising, Facebook and Youtube ads, as well as ads in local print publications. "The radio commercials provide broad reach, but the digital and print allow us to really target those folks within five miles of each branch."

The agency has worked with LGE for more than eight years. Says Julie Burmeister, President of the agency, "We've had a terrific long relationship with LGE. We're very excited about this new campaign."

The Burmeister Group is an Atlanta advertising agency first founded in 2001. Its focus is to create highly successful brands primarily for healthcare companies and financial institutions.

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The Burmeister Group

The Burmeister Group is an Atlanta advertising agency specializing in financial and healthcare advertising. The boutique marketing firm is known for highly creative work, smart integrated strategies and a commitment to excellence.

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