



Press Release

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FOR IMMEDIATE RELEASE

Bluetooth Creative Group Spells Out New Direction For Nassau Educators Federal Credit Union (NEFCU) With Integrated Scrabble® Branding Campaign

June, 2008 — (ROCKVILLE CENTRE, NY) — The first creative collaboration from the recent merger of Bluetooth Creative Group and Garvan Communications, LLC is a clever, yet informative campaign for Nassau Educators Federal Credit Union (NEFCU) utilizing Hasbro's Scrabble family game.

The new campaign features print advertising, TV and radio commercials, and branch promotions enlisting Scrabble game dynamics – all supported with separate initiatives by the well-recognized Scholastic educator brand. Scheduled for launch in late 2008, the new creative executions will run through June, 2010.

"We're very excited about the new branding campaign," remarks Bluetooth Creative Group President Steven Ehrlich. It attempts to dispel the common misconception that Nassau Educators Federal Credit Union is solely for educators, yet uses a fun and educational tool to link NEFCU's core educator member base.

In the commercials, a teacher spells out "N-E-F-C-U" with her Scrabble tiles during the game, and it causes a humorous confrontation when someone challenges her. She explains what it stands for and how meaningful it is to her – that NEFCU is a great place to bank. Eileen Nolan, NEFCU Senior Vice President for Marketing and Community Affairs added that the agency "capitalized on the idea that our shortened moniker, NEFCU, may not have been readily known in the marketplace, but that there was a real opportunity to define it against the landscape of a well-known word game."

"In conjunction with the joint NEFCU-Scholastic educational efforts, we feel the campaign generates a strong, memorable branding message for both educators and other professionals," states Senior Account Manager Linda Shea, who coordinated the campaign's creation and arranged the exclusive strategic partnerships with both Scholastic and Hasbro, the manufacturer of Scrabble.

With more than 120,000 members and over \$1 billion in assets, Westbury-based NEFCU is one of Long Island's largest credit unions. Unlike ordinary banks, NEFCU is designed exclusively for its professional members and their families, with corporate profits returned to the membership through better rates, fewer fees, and a variety of cost-free services.

Since 1972, the premier Long Island advertising agency Bluetooth Creative Group (formerly Ehrlich Advertising) has been helping local companies, tri-state area businesses and regional/national brands reach their marketing goals faster and more cost efficiently, with greater loyalty. Bluetooth Creative Group promises *evolved thinking* every day by capturing opportunities missed by less advanced agencies; then power-leveraging them with fully muscled strategies and turn-on-a-dime executions. The agency's professionals are experts at creating a competitive edge for its clients that translates to a higher client ROI — and a winning bottom line. Located in Rockville Centre, Bluetooth Creative Group is a proud member of the American Association of Advertising Agencies.

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