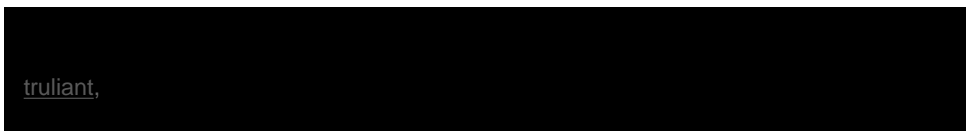




KEEPIN' IT REAL | AUTHORITY TO PUBLISH | THANK YOU, NO THANK YOU

ROME | LIES



[truliant,](#)

[carl](#)

weathers. Posted by: Jeremy at 1:29 PM on 29 July 2008



Having trouble withdrawing money from your bank account?

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mattress's offer of a free toaster with every

new account opened is sounding like a better deal every

day? Well, stop right there, friendo. You might want to

consider a credit union. A what? A credit union, fool. [Tru dat.](#)

With banks failing left and right, credit unions are scrambling to fill the void, and so new marketing is born.

Check [this](#) nice little storytelling campaign from a few weeks ago. Now we have [this](#) effort from Truliant, a

federal credit union; it's a site designed to educate an audience about the differences/benefits of credit

unions. The campaign uses "Tru" stories of actual Truliant customers and tells them in a fairly simple

microsite.

The site is supported by the following blah TV ads. What, no Carl Weathers? No jokesy, pointless videos?

Sigh. Still, notice how stories replace persuasion in this campaign; that is, if you ignore the free coffee bit,

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GO

IN THE POST-ADVERTISING AGE,

THE BRANDS THAT TELL THE BEST STORIES

This ad will not work.

(Unless it's not an ad.)

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Post Editor



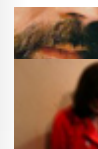
Jeremy Greenfield

[Email Jeremy](#)

Contributors

queries,

[Tom Heathcliff](#)



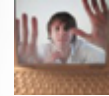
[Email Tom](#)
[Sleeping in my party dress](#)

help

which is both persuasive rhetoric and quite persuasive. Free brew? All is forgiven.



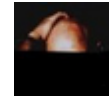
a classy lady



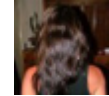
18-24



Johan



roach



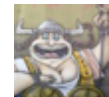
Gigi



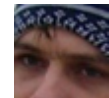
Money Mike



Kirk



STRES



Shout from the street



Blitz

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