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Vantage West Credit Union: We Are ‘Not a Bank’

Credit union enlists help from Arizona communities to espouse benefits of local banking

TUCSON, AZ (June 7, 2021) — Seizing on increasing public preference for supporting local businesses, Tucson-based Vantage West Credit Union unveiled a new ad campaign that distinguishes them from for-profit financial institutions and demonstrates their support for other local businesses.

The campaign features prominent community members and establishments to show the power of supporting local businesses and banking locally.

In their latest commercial, Vantage West collaborated with more than 30 Arizona businesses and artists to showcase the state’s diverse economy and demonstrate the unique role local credit unions play in keeping our local communities strong. “Not a Bank” features “Easter eggs” hidden throughout the ad that highlight local businesses, giving a nod to the local ownership that characterizes credit unions like Vantage West and sets them apart from banks.

Throughout the pandemic, trust for local credit unions has grown. They have demonstrated their support for member-owners by waiving fees and offering assistance to those struggling because of job loss, health issues, or other factors that impacted them financially. In 2020 alone, Vantage West Credit Union waived more than \$800,000 in fees with pandemic-related fee waivers and funded over \$16 million in SBA PPP loans to specifically help their local Businesses Members. This is one way credit unions differ from financial institutions with a “profit-at-all-cost” philosophy.

“With the ad, we wanted to create a piece that was equal parts entertaining and informative,” says Malcolm Critcher, director of the “Not a Bank” spot. “It actively prompts the viewer to consider how credit unions are fundamentally a different approach to managing your money.”

“What’s special about our campaign is that it promotes the community theme in a way that is very authentic to us and relatable to those who know us. We also used this opportunity to highlight other community-based businesses, who, like local financial institutions, play a key role in keeping our local communities strong and thriving.”

Watch the campaign video to see the featured local brands at WereNotABank.com.

About Vantage West Credit Union

Vantage West Credit Union is a \$2.5 billion Arizona-based financial institution serving individuals and businesses with roots in Pima, Pinal, Cochise, and Maricopa counties. Founded in 1955 in a one-room barrack on Davis-Monthan Air Force Base, Vantage West has grown to become one of the largest credit unions in southern Arizona, serving more than 165,000 Members with 20 locations across the region. Vantage West is federally insured by NCUA.