



**motion** marketing & media

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## MSU Federal Credit Union partners with M3

*M3 provides support for media strategies in region*

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**LANSING**-----Michigan State University Federal Credit Union (MSUFCU) may be all about green, but recently found out there was room in their family for a little blue; Motion Marketing & Media (M3) blue, that is.

Effective July 2010, M3 is the official agency of record for MSUFCU. M3 will be responsible for the media buying and planning strategies for all of MSUFCU's radio, television and outdoor advertising. M3 will also work on a contractual basis to develop and produce creative executions for these media outlets.

"M3 continues to impress us with the quality of their creative ideas and integrated, strategic planning," said April Clobes, vice president of marketing and e-commerce for MSUFCU. "We're excited to have M3 on board in a big way; we know we're in good hands when we work with them."

M3 managed and executed the MSUFCU Student Art Exhibition in February 2010, to aid in public relations efforts for the credit union. Most recently, M3 created a family of commercials for the MSUFCU fall campaigns. The four commercials will begin airing at the beginning of September.

"Becoming the agency of record for MSUFCU is opening doors for the kind of partnerships we want to encourage in our community," said Tiffany Dowling, chief conversation starter at M3. "Local businesses working with local businesses is great for everyone in the Lansing region. We're excited for this new opportunity."

M3 is a Lansing-based full service marketing agency dedicated to helping its clients find their aha moments through the application of integrated strategic planning. Learn more on M3's website, [www.m3group.biz](http://www.m3group.biz).

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