

# RESP Campaign PLAY A ROLE

### Campaign Rationale:

This cheerful campaign encourages parents to 'play a role' in their child's education by opening up an RESP. Playful images of children dressed up as adults reinforces that when they grow up, they can succeed in any career or occupation. Campaign elements feature the government incentives of opening up an RESP.

### Standard Elements:

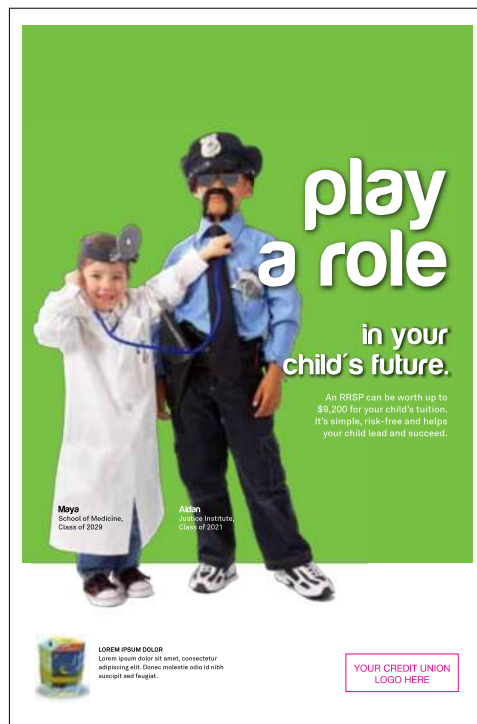
- Poster 8.5" x 11"
- Poster 11" x 17"
- Poster 24" x 36"
- 2-Panel brochure
- Statement stuffer
- Direct mail postcard
- Website elements
- Staff button
- Staff lanyard insert
- Moonjar® moneybox
- QR Codes

### Customized Moonjar® Moneyboxes:

Teach a child to save, spend and share with customized Moonjar® moneyboxes.



Central 1 Credit Union  
Marketing & Creative Services  
central1marketing.com  
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Poster: 24" x 36"



2-Panel Brochure folds to: 4" x 9"



Postcard: 5" x 7"

Not all available elements are shown here.