



# Case Study: Mennonite Savings and Credit Union

Engage your customers with ScreenScape

## Mennonite Savings and Credit Union uses ScreenScape for consistent marketing in 8 locations.

Mennonite Savings and Credit Union (MSCU) is a Mennonite financial cooperative serving communities of faith across Ontario. They provide everyday banking services to over 19,000 members with the “barn-raising” mutual aid traditions of the Waterloo County Mennonite community.

MSCU has eight full-service branches and five sub-locations offering a complete range of banking, investment, and loan products.

Frank Chisholm has over 15 years serving in marketing roles for various for-profit and not-for-profit organizations in addition to an educational foundation in communications. As the Director, Marketing for MSCU, Frank is responsible for planning, directing and coordinating marketing, product development, communications, member relations, and business development in support of MSCU’s business strategy and goals.

### In what place or places are your screens?

MSCU has 9 screens in total. Each of our 8 full-service branch locations has a ScreenScape display and our head office has 1 screen. Our branches are located in

Aylmer, Elmira, Kitchener, Leamington, Milverton, Mount Forest, New Hamburg, and Waterloo. Our head office is located in Kitchener.

**“It’s easy to use, intuitive, flexible and supports community partnerships.”**  
- Frank Chisholm,  
Director of Marketing,  
Mennonite Savings and  
Credit Union

### What kind of messaging is generally on the screens?

The messages are primarily marketing or promotional related to our campaigns, programs, and events. We also have slides from some of our community partners who have joined ScreenScape as content providers. Using the ScreenScape Community to share content has been greatly received by our key partners.

### What are the main benefits you are seeing from using place-based media?

Place-based media allows us to use ‘new media’, namely video, to convey content that would otherwise be static. It also allows us a very flexible channel addition to our previous media mix.

### What do you like about ScreenScape as a technology?

It’s easy to use, intuitive, flexible, and supports community partnerships. ScreenScape is seamless, and very supportive.

We continue to develop video and static content for our screens and hope to soon include other interactive or live feed content of interest to our visitors such as commodity prices and statistics on how our solar panels are performing.

### How was the experience of working with ScreenScape?

I greatly appreciate the attention, support, and resources that MSCU receives from ScreenScape!



# Engage your customers with ScreenScape



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