

For Immediate Release

The Kiosk & Display Company Partners with Michigan First Credit Union to Create Generation Y Branch.

Michigan First Credit Union recently remodeled one of its branches, located directly off the food court in the popular Student Center at Wayne State University. "A very large number of students pass through the center daily making it a prime location." says Linda Douglas, vice president marketing, Michigan First Credit Union.

Featured in the new branch are seven digital merchandising screens from The Kiosk & Display Company (K&D) aimed at connecting the Generation Y audience to Michigan First. Two screens are touch-enabled online banking stations for 24/7 transactional access. Two screens are wide-screen touch screens installed to connect students to the social media program, Young & Free Michigan, which Michigan First recently launched in partnership with Currency Marketing. Three screens are digital signs which highlight the benefits of banking with Michigan First. The social media feeds are designed to build the Michigan First brand and personality with the youthful student culture.

All the digital merchandising programs are created, installed and managed through Michigan First's partnership with K&D of New York & Georgia. To-date, K&D has managed nearly 1000 screens in banks & credit unions nationwide. The K&D managed services program provides marketing departments with digital display networks of branded, relevant & meaningful merchandising campaigns designed to increase member interaction and satisfaction with financial institutions.

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Michigan First Credit Union inside Wayne State University Student Center features seven digital merchandising screens to connect to generation Y students and various social media.

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digital merchandising