

BRAND STORY: CARDS AGAINST HUMANITY*

A STORYTELLING GAME
FOR CREDIT UNIONS

Let's be honest – your credit union probably isn't a majestic bald eagle wrapped in an American flag. It might actually be a lovable underdog in dad sneakers... or a pop album with chaotic energy and surprisingly solid advice.

This isn't your typical branding exercise.

Fill in the blanks to reveal who you really are (not who the brochure says you are). **No buzzwords. No mission-statement bingo.** Just raw, real, oddly accurate answers that might make you laugh and rethink your brand.

Ready to get uncomfortably honest? **Let's play.**

If our credit union was a **celebrity**, it would be _____ (and here's why):

If our credit union was a **movie**, it would be _____ (genre + title).

If our credit union dropped an **album**, its title would be _____
and it would sound like _____.

If our credit union had a **fashion sense**, it would wear _____.

If our credit union had a **comeback line**, it would be _____.

If our credit union were at a **party**, it would be the one who _____.

If our credit union had a **guilty pleasure**, it would be _____.

*This activity is inspired by the style of Cards Against Humanity® but is not affiliated with, endorsed by, or associated with Cards Against Humanity LLC.
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