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To: Comments
Subject: [EXTERNAL MESSAGE] April 9, 2021 - Request for Information on FDIC Official Sign and Advertising Requirements and Potential Technological Solutions; Comment Request (RIN 3064-ZA14)

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I would love to see the FDIC take on its own information campaign to inform the public just what FDIC stands for, and the advantages to doing business with FDIC institutions. (Think how the dairy industry spent millions on the “Got Milk?” campaign to promote milk as a whole, or “Beef, it’s what’s for dinner.”)

Today’s internet user is bombarded with a barrage of digital ads promoting various apps that promote savings. Money transfer apps like Venmo are pushing debit cards now. They have the unfair advantage of advertising without limits, accessing user data community banks wouldn’t dream of touching for fear of million dollar plus fines.

There has to be a way to make “Member FDIC” *the thing* to look for when choosing a depository institution. Folks peruse the grocery shelves looking for labels like “organic,” “non-gmo,” and “cruelty free.” They should be just as interested in valuing Member FDIC as a premier label.

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