



AWARD-WINNING MARKETING CAMPAIGNS



CUNA
MARKETING & BUSINESS
DEVELOPMENT COUNCIL

If you're lucky enough to be part of the credit union industry, you've already won. You're helping members access the tools and resources that empower them to live their best financial lives. You're making a difference in your community. You embody the People Helping People philosophy that is the cornerstone of the credit union movement.

Being formally acknowledged with industry-recognized awards is just the icing on the cake. Synergent routinely assists credit unions in creating award-winning campaigns, but this year accolades were received in the form of both CUNA Diamond Awards and MAC Awards. With a combined 11 awards received, 2022 is shaping up to be a banner year!

The prestigious CUNA Diamond Awards are presented by the Credit Union National Association's Marketing & Business

Development Council and recognize outstanding marketing and business development achievements in the credit union industry. Entries across 35 categories are evaluated on strategy, design, production, creative concept, copy, communication and results.

The MAC Awards, presented by the Marketing Association of Credit Unions, celebrate the outstanding contributions credit union marketers make to the industry in a variety of award categories. All entries are judged based on creativity, planning, execution, and market distinction.

The following projects that received Diamond Awards and MAC Awards in 2022 were created by Synergent Marketing Services in collaboration with the credit unions we serve:

LIVE SUPPORT ANNOUNCEMENT CAMPAIGN

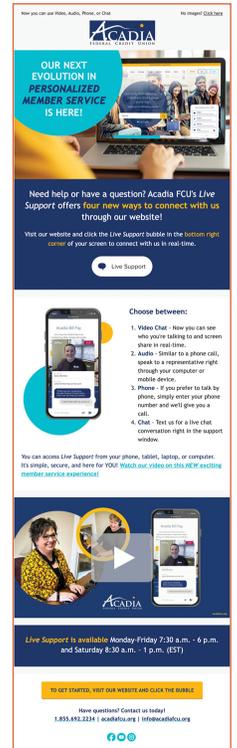
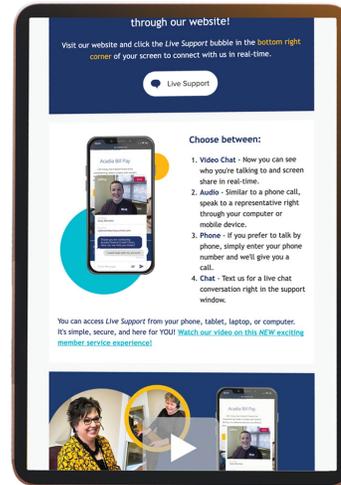
Acadia Federal Credit Union - Fort Kent, ME

Assets: \$289,551,850 | Members: 16,097

2022 CUNA Diamond Award: Membership Marketing

2022 MAC Award - Bronze: Image Enhancement/Public Relations

Acadia FCU wanted to be sure their members knew they had a new way to connect, no matter where they were at a given time. In their Live Support Campaign, they highlighted that members could contact the credit union wherever they may be via instant message, video chat, screen sharing, audio, and phone. Partnering with Synergent, they launched a campaign that targeted all 16,000+ members. The omnichannel initiative included a custom video, email, digital graphics for inside and outside the branch, social media graphics, and flyers. The cohesive, coordinated design elements were brand-focused, using Acadia's color palette and echoed elements used on their website and in other marketing materials.



EMAIL



LOAN POSTCARD AGES 18-24



ONBOARDING CAMPAIGN

Oxford Federal Credit Union - Mexico, ME

Assets: \$271,687,200 | Members: 18,174

2022 CUNA Diamond Award:

Brand Awareness

2022 MAC Award - Silver:

Image Enhancement/Public Relations

Oxford FCU recognizes that it is crucial to ensure the first 30 days of the new member experience are positive and educational. To foster this transition from new member to lifelong partner, they worked with Synergent Marketing Services to create a comprehensive digital experience that would provide new members with direct access to relevant products, services, and information. Their goal was to encourage product adoption and lending activity while making members feel connected to their new credit union. Using email, interactive landing pages, and postcards (for members who did not provide an email address), new members received targeted communications with special offers for checking, Visa credit cards, loans, and referrals. In total, one landing page, 15 emails, and 12 postcards were created.



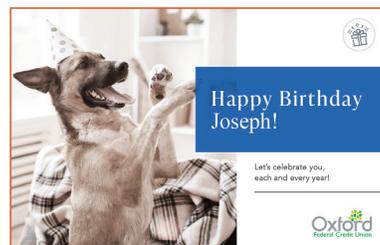
VISA POSTCARD



PRODUCT & SERVICES POSTCARD



FINANCIAL WELLNESS POSTCARD



HAPPY BIRTHDAY POSTCARD

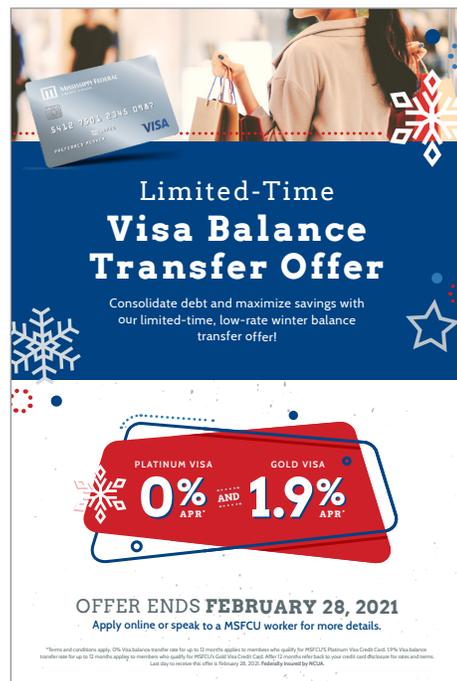
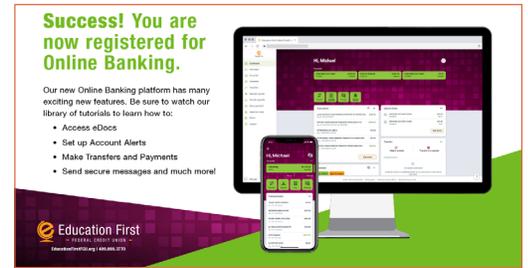
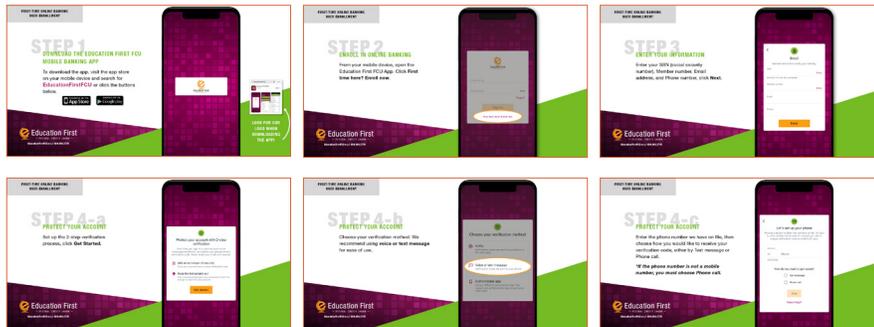
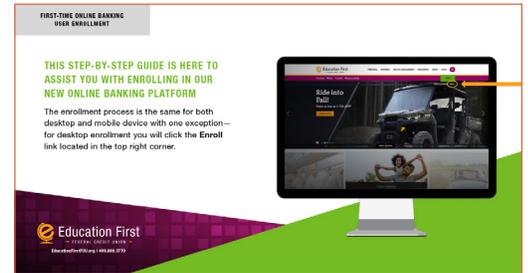
ONLINE BANKING CONVERSION | FLIP DECKS

Education First Credit Union - Beaumont, Texas

Assets: \$538,987,947 | Members: 34,186

2022 CUNA Diamond Award: Content Marketing

When completing an online banking conversion, Education First FCU knew they had to provide members with information about the new platform. Partnering with Synergent Marketing Services, 22 PDF flip decks were created as step-by-step online resources to be housed on the credit union's website. These instructed members on how to enroll in the new platform, provided an overview of the online banking dashboard, and included numerous how-to guides in areas such as managing payments, secure messaging, bill pay, transfers, eDoc enrollment, alerts, and Remote Deposit Capture. Graphic elements complemented those of both the new platform and the credit union's existing branding.



POSTER



POSTCARD



EMAIL

CREDIT CARD BALANCE TRANSFER CAMPAIGN

Mississippi Federal Credit Union - Jackson, MS

Assets: \$168,071,051 | Members: 21,866

2022 MAC Award - Silver: Market Segment Program

The power of data drove Mississippi FCU's ACH targeted marketing campaign that encouraged members to transfer their credit card balance to consolidate debt and maximize savings. In a highly competitive financial services environment, Mississippi FCU needed to ensure their credit card campaign stood out from the rest. A colorful, text-focused design for direct mail postcards and email marketing caught the eyes of recipients, along with the inclusion of the member's name, offer, and a unique application URL. The data-driven campaign exceeded the marketing goal by 61.8% and yielded in a 124% increase year-over-year in total lines of credit opened, with 24 loans tying directly back to the campaign.

ONLINE LOAN CAMPAIGN

Bayer Heritage Federal Credit Union - Proctor, WV

Assets: \$668,812,025 | Members: 38,605

2022 MAC Award - Silver: Comprehensive Campaigns

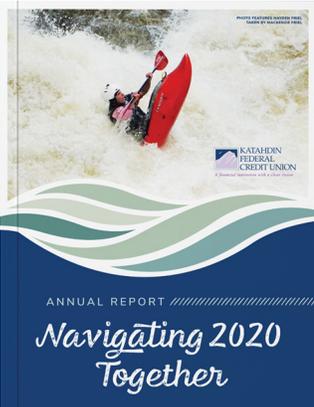
Bayer Heritage FCU wanted to offer eligible members a low rate offer for an auto loan, credit card, or personal loan. While all members with a checking account who did not have existing loans at the credit union were the target audience, the strategy was to design a campaign that would especially resonate with the 25- to 40-year-old demographic. With a nod to MTV fashion and style inspired by the 1980s and 1990s, a corresponding color palette, and language that echoed catchphrases from the era, such as "Applying Online Is Da Bomb Dot Com!" the successful campaign went 18.1% over initial marketing goals! A direct mail postcard, email design, flyer, digital advertising, digital lobby display, two video spots, and a social media graphic were among the pieces used in this omni-channel targeted marketing campaign that had an impressive 10.6% conversion rate.



LOBBY SIGNAGE



DIGITAL AD



ANNUAL REPORT

Katahdin Federal Credit Union - Millinocket, ME

Assets: \$95,163,683 | Members: 8,066

2022 CUNA Diamond Award: Annual Reports

2022 MAC Award - Silver: Annual Reports

Katahdin FCU was honored to again receive a Diamond Award for their Annual Report, having also received one in 2020. Each year, Katahdin FCU creates a theme for their annual report that can also be incorporated at their annual meeting. Their goal is to create excitement and foster engagement to encourage members to attend. This year's winning theme focused on "Navigating 2020 Together," a nod to the COVID-19 pandemic and the ways members and the community came together to overcome trying times. The cover photo used had a personal connection. It was submitted by an employee/member and depicted their nephew white water kayaking upstream, which the design team agreed conveyed the feelings experienced by so many over the prior months.

DIGITAL ANNUAL REPORT

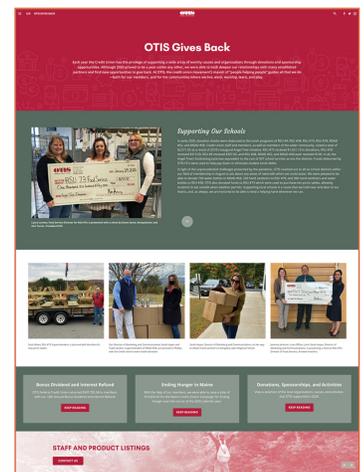
OTIS Federal Credit Union - Jay, ME

Assets: \$229,260,985 | Members: 11,074

2022 CUNA Diamond Award: Annual Reports

2022 MAC Award - Bronze: Annual Reports

For the second year in a row, OTIS FCU continued their digital-forward approach to their annual report and built it online to meet members where they are: at home and on-the-go. This interactive format also provided members with an intuitive, subliminal transition away from the traditional, in-person annual meeting that shifted to an online format. With easy-to-navigate pages presented in a way that is accessible and responsive on all devices, the refreshed look and feel increases readability and shareability. Its theme focused on journeys: both the journey of membership and the journey of the credit union.



FOR MORE
INFORMATION

Synergent Marketing Services
800.341.0180
MarketingServices@synergentcorp.com

