



# 2023 CUNA DIAMOND AWARD-WINNING MARKETING CAMPAIGNS

Learn More



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 awarded is a great feeling, and Synergent routinely helps credit unions create CUNA Diamond Award-winning campaigns! The prestigious CUNA Diamond Awards recognize outstanding marketing and business development achievements in the credit union industry.

The following projects that received Diamond Awards in 2023 were created by Synergent Marketing Services in collaboration with the credit unions we serve:



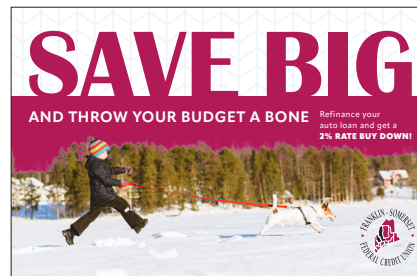
**CUNA**  
MARKETING & BUSINESS  
DEVELOPMENT COUNCIL

## AUTO LOAN CAMPAIGN

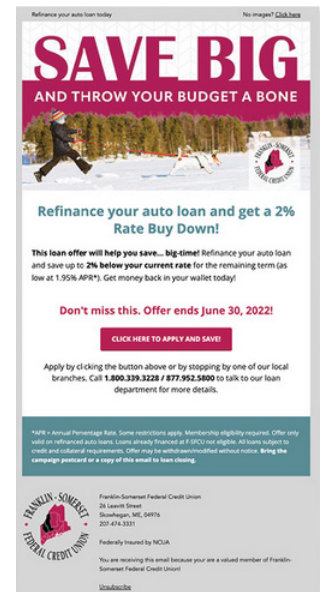
**Franklin-Somerset FCU - Madison, ME**  
**Assets: \$128,784,919 | Members: 10,208**  
**2023 Category's Best Diamond Award – Segmented Marketing**

Franklin-Somerset FCU wanted their members to "save big" on their auto loan rate. They partnered with Synergent's award-winning Marketing Services team to produce a tailored, creative campaign that encouraged their loyal members to transfer an existing auto loan or open a new auto loan with the credit union. After digging into the member data, the target audience was set and the credit union connected with members via complementing postcards and emails that included a limited time offer to reduce current loan rates by 2%. The campaign was a remarkable success: Not only did the eight-week campaign bring in 176 new auto loans during the campaign period—a 96% increase year-over-year—but it also was honored with a Category's Best Diamond Award in the Segmented Marketing category.

POSTCARD



EMAIL



# AUTO & RECREATIONAL LOAN CAMPAIGN

Bangor FCU - Bangor, ME

Assets: \$238,023,108 | Members: 15,308

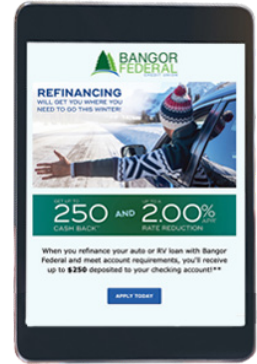
2023 CUNA Diamond Award: Segmented Marketing

Auto and recreational vehicle loan dreams can come true! This was the goal that Bangor FCU had in mind when they partnered with Synergent to launch a comprehensive targeted marketing campaign that encouraged existing members to either transfer an existing loan or open a new loan with the credit union. Analyzing member data, Synergent and Bangor FCU were able to determine the target audience. Using a mix of personalized, seasonally themed emails and postcards with enticing offers such as \$250 cash back and a 2% rate reduction, the eight-week campaign brought in an incredible 513 new auto and recreational vehicle loans. This was a staggering 152% increase in loans opened during the same period in the prior year!

## POSTCARDS



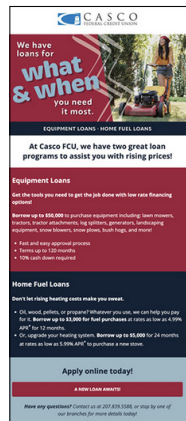
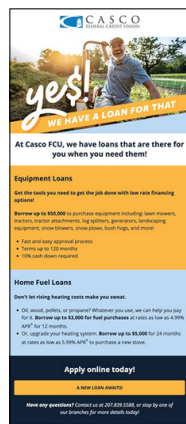
## EMAILS



## POSTCARDS



## EMAILS



# FUEL & EQUIPMENT LOAN CAMPAIGN

Casco FCU - Gorham, ME

Assets: \$105,519,902 | Members: 9,196

2022 CUNA Diamond Award: Segmented Marketing

Casco FCU knew there was a lending niche that needed to be filled. Serving a small New England community with hot summers and very cold winters, their personal and business members alike required equipment such as lawn mowers, tractors, generators, log splitters, snow blowers, and plows. And with fuel costs soaring, assistance with home heating also was a need that the credit union knew they could assist their members with. They partnered with Synergent's award-winning Marketing Services team to launch a fuel and equipment loan campaign uniquely designed to meet the needs of their members. Leveraging their data, they identified the audience most likely to benefit from an equipment and/or fuel loan and reached them with postcards and emails that provided a unique URL to apply online. The campaign yielded a 52% increase in total fuel and equipment loan balances opened during the same period in the prior year!

FOR MORE INFORMATION

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