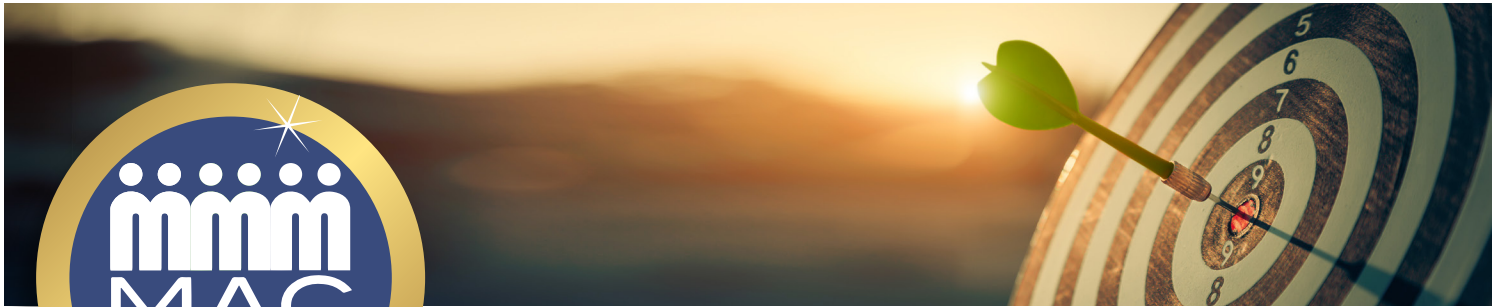


2025 MAC Award-Winning Marketing Campaigns



Working in the credit union world means making a difference every single day. You help members build brighter financial futures, uplift your community, and bring the *People Helping People* philosophy to life. That commitment is already a win worth celebrating.

When that work is honored on a national stage, it's even more meaningful. This year, Synergent is proud to have partnered with credit unions whose campaigns earned prestigious Marketing Association of Credit Unions (MAC) Awards.

The award-winning initiatives highlighted here were created by the Synergent Marketing Solutions team in partnership with the credit unions we serve.



Scan code to visit our online portfolio.

Logo Design

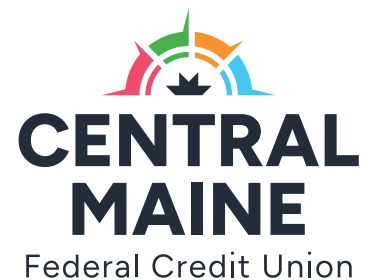
Central Maine FCU – Lewiston, Maine

Assets: \$136,853,614 | Members: 5,332

Gold – Logo Design

Central Maine FCU underwent a full logo redesign to strengthen its brand and emphasize its vital role in the community. The previous logo laid a strong foundation, and the update allowed the team to enhance that legacy with better clarity, hierarchy, and scalability. The result is a bold, modern identity developed through close collaboration that improves recognition and highlights the credit union's lasting commitment to its members.

Designed to resonate with local residents, small business owners, and young professionals, the new mark emphasizes trust, accessibility, and community values. The refreshed logo positions the credit union for future growth while celebrating the region's character and cultural identity.



WELCOME CARD



BUSINESS CARD

2025 MAC Award-Winning Marketing Campaigns

Auto Loan Campaign

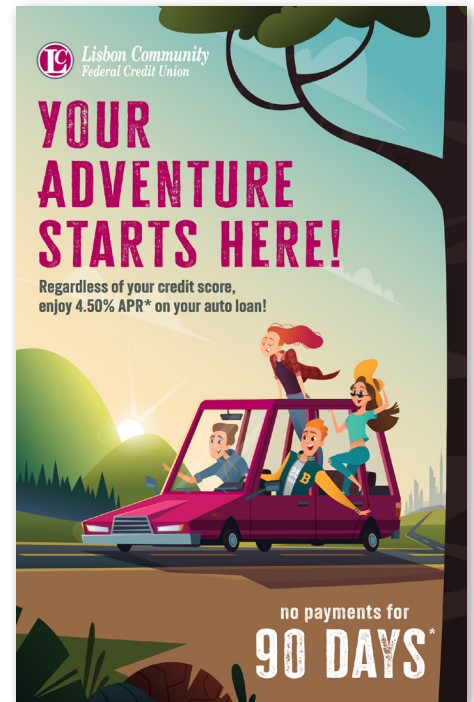
Lisbon Community FCU – Lisbon, Maine

Assets: \$203,196,331 | Members: 10,421

Gold – Multichannel Campaign

Developed by Synergent’s Marketing Solutions team in partnership with Lisbon Community FCU, this multichannel campaign promoted a limited-time auto loan offer featuring a competitive 4.5% APR on a 60-month note with 90 days payment free. Using data-driven insights, the team targeted 6,974 members without an existing auto loan and delivered coordinated postcards and emails that highlighted affordability and convenience.

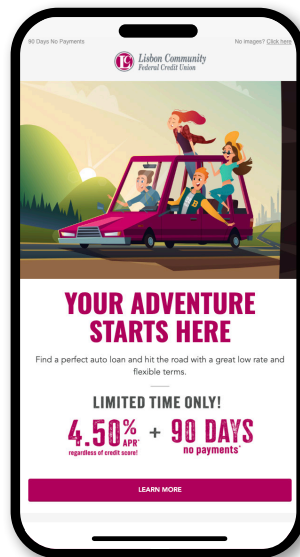
The campaign drove strong results, with **97 new loans** opened during the campaign period totaling **more than \$2.9 million**. Overall, the initiative produced a **27% year-over-year increase** in auto loan balances, demonstrating the power of strategic targeting and collaborative marketing.



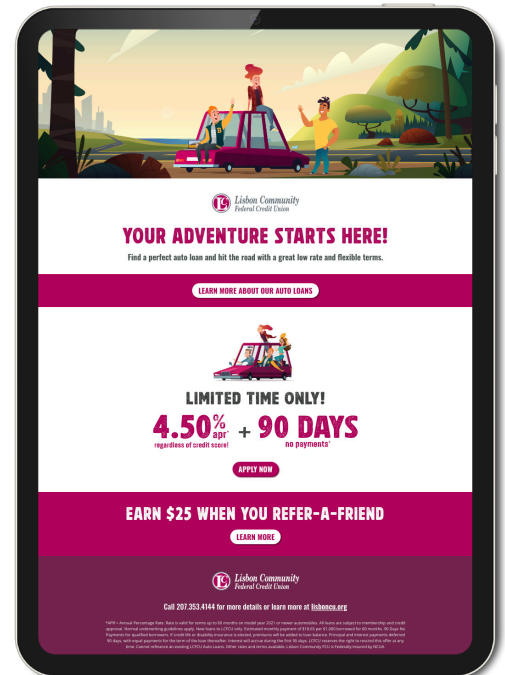
POSTCARD



SOCIAL MEDIA AD



EMAIL



LANDING PAGE



DIGITAL AD

HELOC Campaign

New Dimensions FCU – Waterville, Maine

Assets: \$229,077,798 | Members: 16,053

Gold – Targeted Marketing

To grow home equity line of credit (HELOC) balances, New Dimensions FCU partnered with Synergent to launch a highly targeted HELOC campaign built on data-driven insights. Credit union members were identified who were most likely to need or want a HELOC, with the focus on members with an existing mortgage held for at least three years and no HELOC, as well as members making external ACH mortgage payments without a HELOC at New Dimensions FCU.

A total of 687 members were introduced to the offer through supportive messaging that presented HELOCs as helpful for home improvements or simplifying debt. The response from members was impressive. During the campaign period, the credit union opened **80 new HELOCs** totaling **\$5,777,896**, showing a **418% increase** compared to the prior year. This clearly demonstrates that when outreach is timely and relevant, members respond positively and the relationship strengthens.



EMAIL



POSTCARD

2025 MAC Award-Winning Marketing Campaigns

Reboarding Campaign

Bayer Heritage FCU – New Martinsville, West Virginia

Assets: \$781,365,383 | Members: 44,213

Bronze – Targeted Marketing

Partnering with Synergent Marketing Solutions, Bayer Heritage FCU launched a reboarding campaign designed to re-engage inactive members and promote both auto loans and checking accounts. Using detailed member analysis, the campaign focused on audiences most likely to benefit from the highlighted products. For auto loans, outreach targeted 2,236 members with an existing loan but no auto loan with the credit union. For checking accounts, the team connected with 790 members who held only a primary share, online banking, and one loan.

The campaign incorporated bold, modern creative elements to better connect with younger members and align with their financial goals. Generous incentives, including a \$300 checking account reward and up to \$100 cash back on an auto loan, made the offer even more attractive. Members responded enthusiastically. During the campaign period, the credit union secured **156 new auto loans** totaling **\$3,873,196** and opened **25 new checking accounts**. The results show how thoughtful design and meaningful benefits can boost engagement and support members throughout their financial journey.



AUTO LOAN POSTCARD



CHECKING POSTCARD



CHECKING EMAIL

Learn More

For additional information about MAC Awards or creating impactful, member-focused campaigns for your credit union, please contact your dedicated Marketing Client Success Manager.