

## Category Descriptions

**\*\*Qualifying time period for all categories is January 1- December 31, 2022\*\***

### Annual Reports

- Entry can include Annual, Semi-Annual or Quarterly reports during the qualifying time period
- Upload Report sample(s)

### Brand Awareness

- Any type of external branding campaign or initiative to increase brand awareness recognition to your current and/or potential members
- Campaign can be based on either a new campaign or your existing brand with new elements. e.g new tagline, logo colors, etc
- Upload all items related to the branding campaign including samples of printed or digital materials

### Business/SEG/Community Development (results required)

- Demonstrate efforts to increase penetration with new or existing SEGs, partner companies or communities
- Include measurable results such as ROI, new members/loans and any impact realized
- Submit one sample of all supporting material
- Upload all items that explain or relate to projects or programs. Items may include but are not limited to:
  - Videos
  - Photographs
  - Booklets
  - Promotions
  - Brochures
  - Newspaper clippings

### Card Design

- New card design must have been available to members for the first time during the qualifying time-period
- Entry can include debit, credit, gift, Smart or ATM card designs
- Submit one sample of new design and one sample of previous design

### Crisis Management

- Entry can be any marketing effort to present awareness and response for crisis management
- Submissions can be in the form of email marketing, direct mail, social media marketing, content marketing (blog, website, etc.) or any other media publication whether digital or print
- Can be in a series format or a one-time distribution
- Include samples of:
  - Response plan
  - Business continuity efforts
  - Member support resources
  - Community impact (if applicable)
  - Internal support efforts and resources

### Complete Campaign (results required)

- Must include at least three different forms of media. Campaign must have been within the qualifying period. Judges will consider the number of media used
- Provide all items related to campaign. Items may include but are not limited to:
  - Direct Mail
  - Point-of-Sale
  - Newspaper
  - Newsletter
  - Radio
  - Video
  - Brochures
- Results of your campaign are required-e.g. ROI, new accounts gained, loans generated, increase in new checking accounts, increase in membership, etc.

### **Digital Marketing (results required)**

- Any digitally displayed marketing piece
- Include all trackable data to demonstrate effectiveness
- Provide all samples related to the campaign
  - Web-Based Marketing
  - Viral Marketing
  - Marketing Automation
  - PPC
  - SEM
  - Audio Advertising
  - Email Marketing
  - Mobile Advertising
  - Retargeting

### **Direct Mail – Single or Series (results required)**

- Submission can be for a single mailing or a series
- Entry must relate to a specific promotion
- Series will be considered one entry unless each item is individually submitted with a separate entry form
- Upload one sample of item(s) mailed
- Do not include membership brochures or calendars
- Results are required-e.g. ROI, number of new members, loans generated, new accounts opened new cards opened, etc

### **Financial Education**

- Entry must demonstrate efforts to provide financial literacy
- Entry may be for in-school, community, youth or adult programs
- Provide all items related to the campaign. Items may include but are not limited to:
  - Workshop Outline
  - Curriculum
  - Materials

### **Internal Marketing**

- Internal campaign or initiative to promote your brand and/or corporate identity.
- Entry must show the scope and purpose of the campaign or initiative
- Provide all items related to the campaign including any supporting documents. Items may include but are not limited to:
  - Promotions
  - Incentives and Recognition
  - Intranet
  - Photographs
  - Training Events
  - Employee Onboarding Programs
  - Internal Newsletters
  - Informational Materials

### **Logos**

- Logo created exclusively for your credit union and distributed for the first time within the qualifying time-period
- Submit a variety of samples, both new and previous logo
- Include an explanation of the different applications of the new logo in the Summary document

### **Membership Marketing**

- Printed or digital information intended to introduce new or potential members to the credit union and its services
- Provide all items related to campaign or product. Include one sample, at minimum. Items may include but are not limited to:
  - Buck Slips
  - Packets
  - Brochures
  - Booklets
  - Emails
  - Landing Pages
  - Member Onboarding Programs

## **Newsletter**

- Submit one sample of three consecutive issues during the qualified time period

## **Outdoor Advertising**

- Items may include but are not limited to:
  - Buses
  - CU Vehicles
  - Pole Signs
  - Billboards
  - ATM Wraps
- Photos of oversized pieces are acceptable
- Supporting documents (newspaper clippings or any other media coverage) may also be included

## **Print Advertising**

- Entry should relate to a specific promotion or campaign
- Entries may include but are not limited to:
  - Newspaper Ads
  - Magazine Ads
  - Statement Inserts
  - Calendars

## **Public Relations/Community Involvement**

- Entry may relate to a single activity or multiple activities
- Entry must demonstrate efforts to establish name recognition or further partnerships through outreach, good deeds and goodwill
- Items may include but are not limited to:
  - Special Events
  - Scholarships
  - Community Involvement and Partnerships
  - Media Relations and Press Coverage
- Supporting documents (photos, newspaper clippings or any other media coverage) may be included

## **Radio Advertising**

- Entry may relate to a specific promotion or campaign
- Audio must be uploaded
- Include printed script(s) of the spot(s)

## **Retail Merchandising**

- Showcase the strategy to enhance member awareness of credit union products and/or services. Entry items must increase the branch sales environment
- Entry may relate to a single event, part of a campaign or be educational in nature
- Entry items may include but are not limited to:
  - Displays
  - Tent Cards
  - Lobby Posters
  - Self-Service Displays
  - In-Branch Signage
  - ATM's
  - Kiosks
- Submit one sample of all materials. Photos of oversized pieces are acceptable. Other supporting documents may be included

## **Segmented or Targeted Marketing**

- Showcase how the campaign or promotion strategically matched a product or service to the needs, lifestyle and/or life stage of the target group
- Entries will be judged on how well benefits matched the group's needs
- Submit samples of all materials. Photos are acceptable. Other supporting documents may be included

## **Social Media**

- Showcase the use of any social media platform, blog or forum
- Upload all supporting documents

## **Special Events**

- Entry items may include but are not limited to:
  - Annual Meeting
  - Grand Openings
  - Member Appreciation
  - Anniversary Promotion
  - Fundraising
- Upload supporting documents-photos are acceptable

## **Television Advertising**

- Entry should relate to a specific promotion or campaign
- Include printed script(s) of the spot(s)

## **Video (Commercial) - Single**

- Entry may be a single video carried on paid time, including:
  - Broadcast
  - Television
  - Internet Pre-Roll
  - Digital or Streaming Advertising
- You must provide the original video format; YouTube links are not allowed

## **Video (Commercial) - Series**

- Entry may be a series of associated videos carried on paid time, including:
  - Broadcast
  - Television
  - Internet Pre-Roll
  - Digital or Streaming Advertising
- You must provide the original video format; YouTube links are not allowed

## **Video (Non-Commercial) - Single**

- Entry may be a single video produced for or by the credit union. Ideas include:
  - Staff videos
  - Member stories
  - Instructional content
  - Financial Education
- You must provide the original video format; YouTube links are not allowed

## **Video (Non-Commercial) - Series**

- Entry may be a series of videos produced for or by the credit union. Ideas include:
  - Staff videos
  - Member stories
  - Instructional content
  - Financial Education
- You must provide the original video format; YouTube links are not allowed

## **Website/Landing Page**

- Any use of website, landing page or microsite
- Entry may be CU mobile site
- If entry is a redesign, include supporting documents of former site
- Include all trackable data to demonstrate effectiveness
- Include the web URL in the summary document