



Cornerstone League Marketing & Business Development Council
Pinnacle Awards
Category Descriptions

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
 - Booklets
 - Landing Pages
 - Packets
 - Emails
 - Member Onboarding Programs
 - Brochures

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
 - Statement Inserts
 - Magazine Ads
 - 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
 - Community Involvement and Partnerships
 - Scholarships
 - 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
 - Instructional content
 - Member stories
 - 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

For more information, visit cornerstoneleague.coop/engagement/awards-recognition/pinnacle-awards