



CORNERSTONE LEAGUE

Marketing & Business Development Council

2023 Marketing & Business Development Council Pinnacle Awards

Total number of entries: 145

Number of credit unions represented: 24

Number of judges: 7

Number of categories: 27

Number of award winners: 57

Entries had to score 60% or above to qualify for an award.

Annual Report

Entry must be published during the qualifying time period and must include a sample of the report

- \$100 million to \$500 million- CyFair Credit Union
- \$500 million to \$750 million- Community resource Credit Union
- \$750 million to \$1 billion- Greater Texas Aggieland Credit Union
- More than \$1 billion- TTCU Federal Credit Union

Brand Awareness

Any type of external branding campaign or initiative that increases brand awareness to current and/or potential members.

- \$100 million to \$500 million- Unity One Credit Union
- \$750 million to \$1 billion- Raiz Federal Credit Union
- More than \$1 billion- Meritrust Credit Union

Business Development

Showcased efforts to increase new or existing SEGs, partner companies or communities.

- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- Tinker Federal Credit Union

Card Design

Can be debit or credit and distributed for the first time during the qualifying time period

- \$100 million to \$500 million- Education Credit Union

Complete Campaign

Submissions must include at least three different forms of media and was for campaigns through December 31, 2021

- Less than 100 million- CommonCents Credit Union
- \$100 million to \$500 million- Unity One Credit Union & Wichita Federal Credit Union
- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- Tinker Federal Credit Union

Crisis Management

Any marketing effort to present awareness and/or a response to a crisis

- More than \$1 billion- Neighborhood Credit Union

Digital Marketing

Any digitally displayed marketing piece with trackable data results

- \$100 million to \$500 million- MemberSource Credit Union
- \$500 million to \$750 million- Oklahoma Central Credit Union
- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- Meritrust Credit Union

Direct Mail

Related to a specific promotion and must include a sample and results

- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- Neighborhood Credit Union

Financial Education

Entry to promote financial literacy efforts and could be for in-school, community, youth or adult programs.

- \$100 million to \$500 million- Tarrant County's Credit Union
- \$500 million to \$750 million- Community Resource Credit Union
- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- Tinker Federal Credit Union

Internal Marketing

Entries for promoting your brand or corporate identity through promotions, incentives and recognition, intranet, photographs, employee onboarding programs, training events, internal newsletters among others. Also should show the scope and purpose of the campaign.

- \$100 million to \$500 million- Cy-Fair FCU
- \$750 million to \$1 billion- Greater Texas Aggieland Credit Union
- More than \$1 billion- Neighborhood Credit Union

Logos

Created exclusively for the CU during the qualifying time period including samples of new and old logos and an explanation of the different applications of the new logo

- \$100 million to \$500 million- Education Credit Union
- \$750 million to \$1 billion- Raiz Federal Credit Union
- More than \$1 billion- AMOCO Federal Credit Union

Membership Marketing

Printed or digital information intended to introduce new or potential members to the credit union and its services

- \$100 million to \$500 million- Texoma Community Credit Union
- \$750 million to \$1 billion- Greater Texas Aggieland Credit Union
- More than \$1 billion- Neighborhood Credit Union

Credit Union Newsletter

- \$100 million to \$500 million- Wichita Federal Credit Union

- \$750 million to \$1 billion- Greater Texas Aggieland Credit Union
- More than \$1 billion- AMOCO Federal Credit Union

Outdoor Advertising

Includes but not limited to buses, CU vehicles, pole signs, billboards, and ATM wraps

- \$100 million to \$500 million- Cy-Fair FCU
- \$500 million to \$750 million- Community Resource Credit Union
- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- Tinker Federal Credit Union

Print Advertising

Entry should relate to a specific promotion or campaign and could include newspaper ads, magazine ads, statement inserts or calendars

- \$100 million to \$500 million- Cy-Fair FCU
- \$500 million to \$750 million - Community Resource Credit Union
- More than \$1 billion- AMOCO Federal Credit Union

Public Relations/Community Involvement

Entry should demonstrate efforts to establish name recognition or further partnerships through outreach, good deeds and goodwill.

- \$100 million to \$500 million- Education Credit Union
- \$500 million to \$750 million - Community Resource Credit Union
- \$750 million to \$1 billion- Greater Texas Aggieland Credit Union
- More than \$1 billion- TTCU Federal Credit Union

Radio Advertising

Entry may relate to a specific promotion or campaign

- \$100 million to \$500 million- Western Sun Federal Credit Union
- \$500 million to \$750 million - Missouri Credit Union

Retail Merchandising

Showcased the strategy to enhance member awareness of credit union products and/or services. Entry items must increase the branch sales environment.

- \$100 million to \$500 million- Cy-Fair FCU
- \$750 million to \$1 billion- Neches Federal Credit Union

Segmented/Targeted Marketing

Showcased how the campaign or promotion strategically matched a product or service to the needs, lifestyle and/or life stage of the target group

- \$100 million to \$500 million- Cy-Fair FCU
- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- TTCU Federal Credit Union

Social Media

Entry should showcase the use of any social media platform, blog or forum

- \$100 million to \$500 million- Texoma Community Credit Union
- \$500 million to \$750 million- Community Resource Credit Union
- More than \$1 billion- Tinker Federal Credit Union

Special Events

Entry items may include (but aren't limited to): Annual Meeting, Grand Openings, Member Appreciations, Anniversary promotions or fundraising

- \$100 million to \$500 million- Cy-Fair FCU
- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- AMOCO Federal Credit Union

TV Ad

Entry could include television, video and more, should include scripts of the spots and a sample

- \$100 million to \$500 million- Texoma Community Credit Union
- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- Meritrust Credit Union

Video Commercial (Series)

- \$100 million to \$500 million- Texoma Community Credit Union
- \$500 million to \$750 million - Oklahoma Central Credit Union
- \$750 million to \$1 billion- Raiz Federal Credit Union
- More than \$1 billion- Meritrust Credit Union

Video Commercial (Single)

- \$100 million to \$500 million- Cy-Fair FCU
- \$500 million to \$750 million - Missouri Credit Union
- \$750 million to \$1 billion- Neches Federal Credit Union
- More than \$1 billion- Meritrust Credit Union

Video Non-Commercial (Series)

- \$100 million to \$500 million- Texoma Community Credit Union
- \$500 million to \$750 million- Community Resource Credit Union
- More than \$1 billion- Tinker Federal Credit Union

Video Non-Commercial (Single)

- \$100 million to \$500 million- Cy-Fair FCU
- \$500 million to \$750 million- Community Resource Credit Union
- \$750 million to \$1 billion- Raiz Federal Credit Union
- More than \$1 billion- Credit Union of America

Website

Entry could be a website, microsite, landing page or website redesign or mobile site.

- \$100 million to \$500 million- Tarrant County's Credit Union
- \$750 million to \$1 billion- Raiz Federal Credit Union
- More than \$1 billion- Credit Union of America