



Louisiana  
Credit Union League

# 2018 Excellence in Marketing



*"Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go."*

– Seth Godin

Your marketing and communication efforts are a direct reflection – a written, spoken and visual interpretation – of your credit union's 'People Helping People' philosophy. It is with this in mind that LCUL's Excellence in Marketing Awards Program was created. It's time to celebrate your innovative and creative marketing successes. Winners will be recognized during LCUL's 2018 Annual Meeting & Convention, held August 1-4 in New Orleans.

**ENTRY PREPARATION.** Each entry must consist of the following items:

- **Entry Form.** Please fill out one (1) form for each entry and attach to your materials. Make as many copies of the entry form as needed.
- **Entry Materials.** See category descriptions for any special requirements.

**ASSET CATEGORIES.** Awards will be given in the following asset categories: \$0 - \$50 million, \$50 - \$200 million, \$200 million and over. Please make sure to mark the appropriate asset category on the entry form.

## FREQUENTLY ASKED QUESTIONS

Q. Who judges the entries?

A. A panel of qualified advertising, marketing and public relations professionals from outside the industry judge independently based on specific criteria such as creativity, format, content, strategy, branding, overall design, etc.

Q. What qualifies?

A. Entries must represent materials produced and used between May 1, 2017 and April 30, 2018 by affiliated credit unions.

Q. Will entries be returned?

A. No. Please do not submit irreplaceable materials.

Q. Will I receive written comments from the judges about my entry?

A. Score sheets will be available upon request after the League convention.

**DEADLINE.** The deadline for entries is **June 15, 2018**.

**QUESTIONS?** Contact [Lacey Weaver](#), VP of Communications & Public Relations, for more information.



# CATEGORIES



## 1. Annual Report

Entry should be a creative expression of credit union operations and financial conditions as well as an impressive combination of graphics, photos, and design, all of which chronicle activities over the past year.

## 2. Business/**SEG** Marketing

Share your efforts specifically intended to increase penetration with existing SEGs or to gain new SEGs. Entry can be individual elements, business services, business to business offers, or coordinated campaigns, including digital or print pieces, or employee engagement activities/events.

## 3. Complete Campaign

Entries require a minimum of three elements supporting one effort through various forms of media. Submissions may include, but are not limited to advertising, communications initiatives, email marketing, printed publications, social media marketing, videos, websites and collateral materials such as displays, packaging, gifts, and other materials that support the marketing campaign. Entries should focus on how the elements worked together in one synergistic campaign to accomplish the overall objectives.

## 4. Community Outreach

Recognizes the great work that credit unions do in the community. Entries should focus on the marketing and execution of community outreach, and what impact the events had on the community. Provide a summary, stated goals and a results analysis of the event along with any creative, photographs, advertisements, or other media-related attention the event received.

## 5. Digital Marketing

Showcase your best digital marketing campaign promoting your credit union's products and services, or the overall benefits of credit union membership. Tactics may include mobile/digital/pay per-click advertisements, video, infographics, electronic billboards, email, and SMS messaging. Provide a summary of the campaign, stated goals, creative materials, and a final analysis along with one (1) copy of your work.

## 6. Newsletter

The design and communication of your credit union mission, activities, and promotions showcased in your credit union's newsletter. Entry should inform, motivate, solicit, educate, market, and communicate to members regularly. Please submit three (3) print or online newsletters.

## 7. Social Media

Celebrating the outstanding use of social media to create brand awareness, engage targeted audiences and/or establish brand champions within your social networks. Entry should reflect marketing efforts using social media tools such as YouTube, Facebook, twitter, blogs, etc. to increase member engagement. Please submit printed copy of screen page and include links used in your campaign with a summary of measurable results.

## 8. Website

Entry should serve as an extension of credit union brand, enhance credit union's professional image with cohesive design, and educate members. You must provide website's url.



# ENTRY FORM

Please complete one (1) form per entry. All entries must be accompanied by an entry form and must be received by the **June 15, 2018** deadline to be eligible. Please note: judges may ask for additional information to support your entry.

CATEGORY: \_\_\_\_\_

NAME OF ENTRY: \_\_\_\_\_

ASSET CATEGORY:  \$0-\$50 Million  \$50-\$200 Million  \$200 Million +

CREDIT UNION: \_\_\_\_\_

CHAPTER: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

CIRCULATION: \_\_\_\_\_ BUDGET: \_\_\_\_\_

DESCRIBE YOUR ENTRY (OBJECTIVES/STRATEGY/RESULTS):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ENTRY PRODUCED BY:  Credit Union  Agency

Email entries to [lweaver@lcul.com](mailto:lweaver@lcul.com) or mail to:  
EXCELLENCE IN MARKETING AWARDS PROGRAM  
Louisiana Credit Union League  
824 Elmwood Park Blvd., Suite 200  
Harahan, Louisiana 70123