



# CU Newswire

*The only electronic news subscription service for and about Canadian Credit Unions*

**SPECIAL EDITION**

**The MACU Awards**

## **How many ways can you say the same thing?**

That is the problem for CU marketers selling the same products to people who are bombarded with advertising not just from their CU but from banks, insurance companies, payday loan companies, and for every other product imaginable. Early this month the Marketing Association for Credit Unions (MACU), brought CU marketers together in Quebec City from all over Canada to share ideas and their best efforts to build their businesses at the 19<sup>th</sup> Annual Strategic Marketing Conference and AIME Awards Gala.

This issue is devoted to showcasing the winners of the AIME (Achievement in Marketing Excellence) awards and MACU Masters Competition.

The AIME Awards have become the symbol of marketing excellence within the Canadian CU system. CUs submit their work for judging prior to the conference in the hopes of picking up an award at the conference. This year a total of 82 awards were handed out in many different categories including, brochure, posters, website and radio; to name a few. Old symbols were twisted in fresh way such as Teachers CU which used an apple, not original for a teacher, BUT what was original was making the top half green and the bottom half red. Savings and piggy banks go together, and North Peace made a cute piggy bank and called attention to different reasons to save. Northern CU used a turtle with the hidden symbolism of slow and steady while calling attention to sheltering your money. Others like the Fédération des caisses populaires acadiennes use optimistic wording such as a *Never say Never* opening to unlimited dreams and possibilities.

MACU and the Awards Sponsor, CUETS also put together a 113-page presentation, available on-line to members, to highlight the winners by name and with samples of their entries. All submissions were on display for the participants to see. Judging of the AIME Awards was done by four judges, except for the People's Choice Award, which was voted on by the delegates. The Best of Show Award was based on all over scores. The Judges were:

- \* Pat Kolodzieski, Faculty Mohawk School of Business
- \* Ray Kong, Financial services marketing consultant and lecturer at York U
- \* Janet Shearer, Marketing professor at Mohawk School of Applied Arts and Technology
- \* Wendy Brennan, Marketing Executive

Below are the recipients of the 2009 AIM & AIME Awards:

## **Annual Awards Report**

Beaumont CU *Pride in Ownership*

Cornerstone CU *The Corporate Profile*  
North Peace Savings & CU *Meeting the Needs of People 2008 Annual Report*  
Credit Union Atlantic *2007 Annual Report*  
Lakeland CU *Leave it to Lakeland*  
Kootenay Savings CU *Roadmap to Prosperity*  
Libro Financial Group *It's Personal*  
Island Savings CU *2008 Annual Report*

### **Brochures**

Fédération des caisses populaires acadiennes *New Branding Asset Management*  
Wainwright CU *RRSP 2009 Park n' Plan Wright Brochure*  
Sunova CU *Registered Product Series*  
Coastal Community *Reaching New Heights Business Kits*

### **Co-ordinated Campaigns**

Beaumont CU *MSI Member Service Innovation*  
Shaunavon CU *Grow Your Retirement*  
Teachers CU *Shared Interest*  
Carpathia *Be a VIP*  
North Peace Savings *Fall Deposit Campaign Piggies: This little piggy is savings for...*  
Sunova CU *Lending Lessons*  
G&F Financial *Summer Sizzler Campaign*  
Northern CU *Give Me Shelter*  
FirstOntario *Double Double Your Interest Interest RRSP Campaign*  
Envision Financial/First Calgary *Look Inside 2009 RSP Campaign*

### **Corporate Communications**

Fédération des Caisses Populaires Acadiennes *You Have a Message*  
Wainwright CU *Catch The New Wave in Banking Conversion 2008 Conversion Booklet*  
Salmon Arms Savings CU *We're Looking Out for You*  
Island Savings CU *Road of Beijing*

### **Direct Marketing**

Shaunavon CU *We Mike Life Easier for You Meet Jon and Sara RSP Direct Mail*  
Credit Union Atlantic *Could You Do Better?*  
G&F Financial CU *We Are in Your Neighbourhood 2008 Cloverdale*  
Interior Savings *Cut down on Your Taxes 2009 RRSP Promotion*  
Envision Financial/First Calgary *Look Inside to Keep Your Retirement Safe Tax Free Savings Account*

### **Direct Marketing/Inserts**

Wainwright CU *Reasons to Bookmark*

### **Imagine Enhancement**

Central 1 (2 awards) *Central 1 Visual Identity*  
CBOS National *The Human Business What Separates Us from Institutions*

North Peace Savings *The Big Cheque Campaign*  
Teachers CU *Repositioning Campaign*  
Credit Union Atlantic *For Business*  
Sunova *Rebranding Campaign*  
Northern CU *Walk in Your Shoes*  
First Ontario *Extra Safe*  
First Calgary *Electronic Holiday Cards*

### **Miscellaneous**

Sunova CU (two awards) *Calendar, Member Cards*  
Salmon Arm CU *Building Wayfinding Campaign*  
North Shore CU *Calendar*  
First Calgary CU *New Members*

### **Newsletters**

Central 1 *Market Smarts*  
Fédération des Caisses Populaires Acadiennes *Marketing Direct*  
Wainwright Dec08 *Credit Union Times*  
Sunova *Brightnotes*  
Meridian CU *Smile*  
North Shore CU *Regard Insights*

### **New Product Launches**

Kingston Community CU *Like all Free Chequing*  
Wainwright CU *TFSA*  
Salmon Arm CU *SASCU Insurance*  
Synergy CU *RRSP*  
North Shore *Headstart Tax Free*  
Envision *Step up*

### **Posters and Pop**

Central 1 *Smart Advice for Life*  
Northern Savings CU *Safe and Sound*  
Salmon Arm CU *Specialty Blend*  
Meridian *CURRSP Campaign*  
*North Shore Credit Union Q1 09*  
Envision/First Calgary *Tax Free Savings*  
Sunova CU *Digital Advertising*

### **Print Media**

Fédération des Caisses Populaires Acadiennes *Student Line of Credit*  
North Peace CU (two awards) *Fall Campaign Piggies and Spring Campaigns*  
North Shore *High Interest Savings for Your High Interest Life*

### **Special Events**

Wainwright CU *Fat Cat Birthday*

Credit Union Atlantic *Credit Union Fall Classic*  
Sunova CU *Spark Party*  
Kootenay Savings *Family movie night in the park*  
Island Savings CU *Night of Stars*  
Coast Capital 2008 *United Way*

**Television**

Central 1 *That Guy*  
Libro Financial Group *The Banker*

**Websites**

CBOS  
Community First CU

**Shoe String Award**

Lakeland CU *Breaking News*  
Mennonite Savings CU *Thrifty Today*  
G&F Financial Group *2008 BC Hospital Fundraising Campaign*

**People's Choice Award**

Sunova CU *Lending Lessons*  
First Ontario *Extra Safe*

**Best of Show**

Kootenay Savings *Roadmap to Prosperity*

**Marketing Competition to Help Charities**

The 2<sup>nd</sup> annual MACU Masters competition challenged CU marketers to give their best creative performances to help complete comprehensive media campaigns for two not-for-profit organizations and their marketing and communications needs.

Four teams, made up of seven marketers and one graphic designer, competed with each other, with limited resources and within a time-limited eight-hour window, to vie for the title of MACU Master. The teams' deliverables included communication plans, ideas on how to engage media tactics at lower cost and executable creative layouts and graphics. The two chosen charities were ReadSaskatoon, a community-based volunteer organization that offers free literacy services to adults and their families; and Lloydminster Interval Home, a safe place for women (and their children) who need shelter from abusive situations.

The two winning teams were presented certificates at an award ceremony showcasing the efforts of all the teams.

The conference also had workshops (more information is available on the MACU website at [www.macu.ca](http://www.macu.ca)).

In our next issue we will return to our regular format. We are working on special stories about remittances and social media as well as all the regular news.

Best wishes,  
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