



FOR IMMEDIATE RELEASE
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LAFCU wins 5 national marketing awards



The Go Vertical TV video uses a humorous approach to draw attention to the enhanced benefits of LAFCU's vertically designed credit cards.

LANSING, Mich. — LAFCU has won five marketing awards in the 17th Annual Service Industry Advertising Awards competition, with two entries winning the top awards in their categories.

The recognition is for advertising materials promoting LAFCU's jumbo CD and vertically designed credit cards, and for a public relations campaign promoting

financial resources for striking UAW members and others negatively impacted by the 2019 GM strike, such as those laid off by auto suppliers.

The advertising work was produced in partnership with Harvest Creative Services, Lansing; the public relations project was executed in partnership with Publicom, Okemos.

“In offering quality financial products to our members statewide, we are also competing with national entities,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer. “Our goal is always to represent LAFCU as a cutting-edge financial organization. This SIAA



The Here to Help PR campaign promoted LAFCU's financial resources for striking UAW members through extensive media coverage and member communications.

recognition is validation that our marketing is competitive on a national scale.”

Entries earning gold awards and their SIAA categories are:

- Here to Help – Total PR Campaign
- Go Vertical video – TV Advertising-Single

The targeted PR campaign included member communications materials and extensive media coverage.

The Go Vertical TV video used a humorous approach to draw attention to the enhanced benefits of LAFCU's vertically designed credit cards. This is the third award for the video. It won a gold award in the 2019 MAC Awards and a Category's Best in the 2019 Credit Union National Association Diamond Award Program.

Merit-award winners and their SIAA categories are:

- Go Vertical billboard – Outdoor Advertising
- Go Vertical campaign – Total Advertising Campaign
- Jumbo CD video – TV Advertising-Single

The TV commercials can be viewed on the credit union's YouTube channel at <http://bit.ly/LAFCU-YouTube>.

The SIAA competition recognizes advertising excellence of service industry providers. Of the more than 1,600 entries, about 15 percent were recognized, receiving 121 Gold, 74 Silver and 54 Bronze awards. Judges reviewed entries for execution, creativity, quality, consumer appeal and overall breakthrough content.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 67,000 members and holds nearly \$750 million in assets. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs and ITMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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