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LAFCU’s 6-foot-tall letters take gold in national competition

Big, blue community ambassadors set the bar

LANSING, Mich. — The huge, blue LAFCU letters continue to make their mark, winning the coveted Gold Award for Image Enhancement at the 2016 MAC Awards, presented by the Marketing Association of Credit Unions on June 1 during the MAC Conference in Las Vegas.

The LAFCU letters entry was also included in the selective “Rapid Fire Case Studies” conference session, in which Alyssa Sliger, LAFCU marketing and communications specialist, presented additional details about how LAFCU’s award-winning entry achieved established marketing goals.

The six-foot-tall LAFCU letters were created to serve as community ambassadors while reinforcing the credit union’s name change from Lansing Automakers Federal Credit Union to LAFCU. Since their introduction, the letters have appeared at community events around Mid-Michigan, engaging the public’s imagination each time.

“We have had a lot of fun with community members interacting with the LAFCU letters during the past year, and it’s gratifying to know this unique outreach program has been recognized on a national level,” said Kelli Ellsworth Etchison, LAFCU senior vice president of marketing. “We look forward to continuing the LAFCU letters tradition at venues throughout the communities we serve.”

LAFCU worked with Harvest Creative Services, Lansing, to conceive the letters.

In the MAC Awards competition, the LAFCU letters competed against entries in the image enhancement category, which included diverse creative efforts supporting public



Alyssa Sliger, LAFCU marketing and communications specialist, displays the national Gold Award for Image Enhancement the Mid-Michigan credit union received for its LAFCU letters marketing campaign at the 2016 MAC Conference in Las Vegas recently.

relations, rebranding, brand awareness or financial education. Each entry was evaluated based on objectives, target audience, overall strategy and competitive factors. Points were given for results, creativity and planning. Judges were marketing, advertising, media and social media experts from both inside and outside the financial industry.

The Marketing Association of Credit Unions was started in 1986 by a group of credit union marketers and business partners who joined together to exchange ideas, build relationships and foster professional development.

About LAFCU

Chartered in 1936, LAFCU is proud to be mid-Michigan's credit union, serving the counties of Barry, Calhoun, Clinton, Eaton, Gratiot, Ingham, Ionia, Jackson, Livingston, Montcalm and Shiawassee. A recipient of the Dora Maxwell Social Responsibility Award, LAFCU takes pride in bringing value to the financial lives of its members, neighbors, families and community. Offering a comprehensive range of personal and business financial products, LAFCU provides services that include checking and savings accounts, auto and mortgage lending, business accounts and business lending. LAFCU serves nearly 60,000 members, holds more than \$600 million in assets, and maintains nine locations throughout Greater Lansing and Shiawassee County. Anyone who lives, works, worships or attends school in its designated counties is eligible to join. Members enjoy benefits, such as lower interest rates on loans, higher yields on savings, insurance discounts, preferred seating for LAFCU-sponsored events, and access to 28,000 surcharge-free ATMs through the CO-OP ATM network. LAFCU supports and enriches mid-Michigan by donating funds and employee volunteer hours to many organizations and causes. To learn more about LAFCU, please call 517.622.6600 or find us online:

- Website: www.lafcu.com
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