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## LAFCU advertising campaigns win awards

LANSING, Mich. — LAFCU has won two marketing awards in the 15<sup>th</sup> Annual Service Industry Advertising Awards competition.

The winning entries were for comprehensive advertising campaigns promoting

LAFCU's home loan programs via television, radio, print, outdoor and digital advertising as well as internal marketing to communicate with

members. The work was produced in partnership with Harvest Creative Services, Lansing.

“As a local, member-owned financial institution, it’s important that LAFCU continually offers quality financial products to members and ensures that they and others in the community are aware of the benefits of these products,” said Kelli Ellsworth Etchison, LAFCU senior vice president marketing.



This billboard is part of the award-winning LAFCU New Roof advertising campaign. A comical couple frustrated with their leaky roof promotes the credit union's home equity line of credit program.



The award-winning Outgrown Your Home campaign promotes LAFCU's mortgage program by showing that moving to a larger home can benefit an entire family. The billboard is pictured.

“We aimed for attention-grabbing creative that would deliver results, and these campaigns achieved that goal. Being recognized among the best in the service industry is an added plus.”

The New Roof campaign promotes LAFCU's home equity line of credit program (HELOC); the Outgrown Your Home promotes LAFCU mortgages.

The creative concepts for both LAFCU campaigns use humor to establish a problem for which LAFCU offers a resolution. Humor also supports the credit union's welcoming brand.

In the New Roof campaign, a comical couple is frustrated with their leaky roof. “Now can we get a new roof?” the wife asks.

The Outgrown Your Home campaign depicts family members living in a too-small house and illustrates moving to a larger home can benefit an entire family. “OUTGROWN your home?” is the question posed.

To view the award-winning TV commercials, visit [LAFCU's YouTube channel](https://www.lafcu.com/yt), [bit.ly/2BhsoYF](https://bit.ly/2BhsoYF).

In this year's contest, judges evaluated the advertising excellence of more than 1,600 entries from service industry providers around the world and recognized the top 282, or about 18 percent.

### **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 approximately \$640 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 nearly 30,000 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](http://www.lafcu.com)
- Facebook: [www.facebook.com/LAFCU](https://www.facebook.com/LAFCU)
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