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## LAFCU marketing earns national gold awards

LANSING, Mich. — LAFCU’s marketing campaign introducing the credit union’s new “vertical” credit cards has won two gold awards in the 2019 MAC Awards. The national competition recognizes successful marketing efforts by credit unions.

LAFCU’s winning entries are:

- “Going Vertical” multimedia marketing campaign, which includes TV, billboard and digital advertising as well as internal promotion to members.
- “Going Vertical” 30-second video for the campaign’s TV and online advertising.

“While it’s important for the strength of LAFCU that our marketing efforts are effective and deliver measurable results, awards such as the MAC Awards speak to the quality work of our marketing team as viewed on a national level,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer.



Displaying LAFCU’s two MAC Award gold trophies are LAFCU team members who contributed to the award-winning campaign: from left, Alyssa Sliger, marketing and communications specialist; Larissa Moyer, graphics & communications designer; Kellie Swiger, creative director; and Jordan McNeilly, marketing analyst



Here is a screen capture of LAFCU’s 30-second video that introduces the credit union’s new “vertical” credit cards. It has won multiple national marketing awards.

The campaign used the unique vertical design of the new credit cards to draw attention to the cards’ enhanced benefits that save money for users. The cards are also easier to use at checkout than traditional horizontally designed cards.

The “Going Vertical” 30-second video previously earned another national award. It was recognized as a Category’s Best in the 2019 Credit Union National Association (CUNA) Diamond Award Program. It can be viewed at <https://youtu.be/2OBzYYuyCiw>.

LAFCU worked with Harvest Creative Services, Lansing, to create the marketing materials, which includes the winning video.

Winning entries were selected based on planning, creativity and results. Judges were experts in marketing, advertising, media and social media.

The MAC Awards is sponsored by the Marketing Association of Credit Unions, which was founded in 1986 by a group of credit union marketers and business partners to foster professional development.

#### **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 65,000 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](http://www.lafcu.com).

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