



FOR IMMEDIATE RELEASE
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LAFCU earns national “Category’s Best” marketing award



LAFCU’s 30-second video introducing the credit union’s new “Go Vertical” credit cards has won national marketing recognition.

LANSING, Mich. – LAFCU earned a “Category’s Best” award in the 2019 Credit Union National Association (CUNA) Diamond Award Program, which recognizes outstanding marketing and business development achievements in the credit union industry.

The Michigan credit union earned the award for a video promoting its new “Go Vertical” credit cards in the category of video – 30 seconds or less.

“This demonstrates the dedication of our marketing team to work at a national level of excellence in communicating benefits to our members statewide,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer. “We also had fun portraying the unique vertical design of the new credit cards with a person ‘going vertical’ powered by a jet pack.”

Judges evaluated LAFCU’s 30-second video based on strategy, design, production, creative concept, copy, communication and results. It can be viewed at <https://youtu.be/2OBzYYuyCiw>.

Annual Diamond Award winners represent the best of credit union marketing and business development nationwide. The 2019 program offered 36 categories and drew more than 1,000 entries. It is managed by CUNA’s Marketing & Business Development Council. CUNA is a national association for credit unions that represent 115 million members.

“The hard work displayed by these credit unions always leaves us feeling inspired and passionate about what we do,” said Amy McGraw, chair of CUNA’s Diamond Awards Committee. “Receiving these awards further highlights the dedication they have for our movement and their members.”



Larissa Moyer, LAFCU graphics & communications designer, accepts a national marketing award for LAFCU’s 30-second video introducing the credit union’s “Go Vertical” credit cards.

Larissa Moyer, LAFCU graphics & communications designer, accepted the award at CUNA's recent Marketing & Business Development Council Conference in Las Vegas.

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 \$725 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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