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## **LAFCU wins national marketing, branding awards**

LANSING, Mich. — Three LAFCU marketing and branding initiatives have been recognized in the 2020 MAC Awards, with one entry earning the top award in its category.

LAFCU's 2019 employee-led in-service day earned the gold award in the category of Culture/Internal Branding. Also recognized by this national competition for credit unions are a PR campaign to communicate financial resources for those negatively affected by the UAW 2019 GM strike and a video promoting LAFCU's Jumbo CD.

"The three entries recognized are very different, but all reflect the result of welcoming innovation and out-of-the-box thinking in support of providing the highest quality financial products to our members statewide," said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. "These MAC Awards indicate our efforts are competitive nationally.

The 2019 annual in-service day was the credit union's first such event totally planned and implemented by employees, in line with management's vision of empowering employees at all levels in decision-making.

Ellsworth Etchison said the following response is representative of feedback received for the day: "(It) ... was powerful, inclusive, inspiring and full of positive energy. I'm grateful to work for a company that values the contributions of all its employees."



LAFCU's 2019 employee-led in-service day that was "full of positive energy" earned the gold award in the national 2020 MAC Awards.

The in-service day took place at MSU Breslin Student Events Center and included personalized goodie bags; professional speakers who addressed inclusivity and diversity; the credit union’s annual financial report; and peer recognition and service awards. Over \$3,000 was raised for local charities through a gift basket auction, and nearly 400 food items were donated by employees for Greater Lansing Food Bank.



The Here to Help PR campaign uses extensive media coverage and member communications to promote LAFCU’s financial resources for striking UAW members.

The “Here to Help” PR campaign communicated financial resources for striking UAW members and others laid off due to the strike. The targeted campaign included member communications materials and extensive media coverage, executed in partnership with Publicom, Okemos.

The Jumbo CD TV commercial uses a humorous approach to graphically depict the concept of “jumbo.” Produced in partnership with Harvest Creative Services, Lansing, the video can be viewed on LAFCU’s YouTube channel at <http://bit.ly/LAFCU-Jumbo1>.



LAFCU’s award-winning Jumbo CD TV commercial uses a humorous approach to graphically depict the concept “jumbo.”

The PR campaign and TV commercial were also recognized in the 2020 Service Industry Advertising Awards competition.

The MAC Awards is sponsored by the Marketing Association of Credit Unions

(MAC). It 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 67,000 members and holds over \$800 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. 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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