

EXCELLENCE IN MARKETING

2011 Awards Program



Louisiana
Credit Union League

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CALL FOR ENTRIES

The Louisiana Credit Union League's Excellence in Marketing Awards recognize outstanding credit union marketing and communications efforts in three categories: **best newsletter, annual report, and website**. Winners will be recognized at the Louisiana Credit Union League's 2011 Annual Meeting & Convention, held August 3-6 in Downtown New Orleans.

FREQUENTLY ASKED QUESTIONS

Q. Who judges the entries?

A. Entries in the Louisiana Credit Union League's Excellence in Marketing Awards are judged by advertising, marketing and public relations professionals.

Q. What qualifies?

A. Entries must represent materials produced and used between **May 1, 2010 and April 30, 2011**. They must be the original work of the credit union or work done by an ad agency or public relations agency on behalf of the credit union.

Q. Will entries be returned?

A. No. Please do not submit irreplaceable materials. The Louisiana Credit Union League will not be responsible for loss or damage to any entry submitted.

Q. How do I enter?

A. Simply fill out the entry form, attach the appropriate materials and mail prior to the **July 15th** deadline.

Q. Who should I contact if I have any questions?

A. Should you have any questions, contact Lacey Hyer, Director of Communications, at (800) 452-7221 or lhyer@lcul.com

ENTRY PREPARATION

Each entry must consist of the following items:

- ❖ **Entry Form.** Please fill out the form and attach the entry form to your materials.
- ❖ **Entry Materials.** See category descriptions for any special requirements.

DEADLINE

The deadline for entries is **July 15, 2011**.

SHIPPING ADDRESS

EXCELLENCE IN MARKETING AWARDS PROGRAM
Louisiana Credit Union League
824 Elmwood Park Blvd., Suite 200 • Harahan, Louisiana 70123

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ANNUAL REPORT AWARD

This award recognizes annual reports that achieve marketing and communications excellence. Awards will be presented to the winner in each asset category at the 2011 Louisiana Credit Union League Annual Meeting & Convention in New Orleans.

PURPOSE

To inspire and reinforce excellence in credit union marketing and communications. Entry should describe credit union operations and financial conditions as well as an impressive combination of graphics, photos and design, all of which chronicle the credit union's activities over the past year.

ELIGIBILITY AND RULES

All Louisiana Credit Union League member credit unions are eligible to enter annual reports. Annual reports must have originated from within the credit union or by an agency on behalf of the credit union. Eligible entries must have been published between **May 1, 2010 and April 30, 2011**.

ASSET CATEGORIES

Awards will be given in the following asset categories:

- **0 to \$15 Million in Assets**
- **\$15 to \$50 Million in Assets**
- **\$50 to \$110 Million in Assets**
- **\$110 Million + in Assets**

JUDGING

Annual reports are judged on the following:

- **Format**
 - **Layout**
 - **Content**
 - **Overall Design**
-

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ENTRY FORM — *Annual Report*

Please complete one entry form per entry. Attach one (1) copy of your annual report to this form. All entries must be accompanied by an entry form and must be received by **July 15, 2011** to be eligible.

Credit Union: _____

Address: _____

City/State/Zip: _____

Chapter: _____

Contact: _____

Phone Number: _____ **E-Mail:** _____

Name of Entry: _____

Circulation: _____ **Budget:** _____

Asset Category: \$0-\$15 Million \$15-\$50 Million \$50-\$110 Million \$110 Million +

Objectives: _____

Annual Report Produced By:

Credit Union

Agency

Name of Agency: _____

Mailing Address

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NEWSLETTER AWARD

This award recognizes newsletters that achieve marketing and communications excellence. Awards will be presented to the winner in each asset category at the 2011 Louisiana Credit Union League Annual Meeting & Convention.

PURPOSE

To inspire and reinforce excellence in credit union marketing and communications. Entry should inform, motivate, solicit, educate, market, and communicate.

ELIGIBILITY AND RULES

All Louisiana Credit Union League member credit unions are eligible to enter newsletters. Newsletters must have originated from within the credit union or by an agency on behalf of the credit union. Eligible entries must have been published between **May 1, 2010 and April 30, 2011**.

Please send three (3) consecutive copies of your newsletter.

ASSET CATEGORIES

Awards will be given in the following asset categories:

- **0 to \$15 Million in Assets**
- **\$15 to \$50 Million in Assets**
- **\$50 to \$110 Million in Assets**
- **\$110 Million + in Assets**

JUDGING

Newsletters are judged on the following:

- **Format**
 - **Branding**
 - **Layout**
 - **Content**
 - **Overall design**
-

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ENTRY FORM — *Newsletter*

Please complete one entry form per entry. **Attach three consecutive copies of your newsletter to this form.** All entries must be accompanied by an entry form and must be received by **July 15, 2011**, to be eligible.

Credit Union: _____

Address: _____

City/State/Zip: _____

Chapter: _____

Contact: _____

Phone Number: _____ **E-Mail:** _____

Name of Entry: _____

Circulation: _____ **Budget:** _____

Frequency: Monthly Quarterly Other: _____

Asset Category: \$0-\$15 Million \$15-\$50 Million \$50-\$110 Million \$110 Million +

Objectives: _____

Newsletter Produced By:

Credit Union Agency Name of Agency: _____

Mailing Address

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WEBSITE AWARD

This award recognizes credit union websites that achieve marketing and communications excellence. Awards will be presented to the winner in each asset category at the 2011 Louisiana Credit Union League Annual Meeting & Convention.

PURPOSE

To inspire and reinforce excellence in credit union marketing and communications. Entry should serve as an extension of current advertising, enhance credit union's professional image, and educate current/potential members.

ELIGIBILITY AND RULES

All Louisiana Credit Union League member credit unions are eligible to enter web sites. Websites must have originated from within the credit union or by an agency on behalf of the credit union.

ASSET CATEGORIES

- **0 to \$15 Million in Assets**
- **\$15 to \$50 Million in Assets**
- **\$50 to \$110 Million in Assets**
- **\$110 Million + in Assets**

JUDGING

Websites are judged on the following:

- **Navigation (user-friendly)**
 - **Layout**
 - **Content**
 - **Overall design**
-

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ENTRY FORM — *Website*

Please complete one entry form per entry. All entries must be accompanied by an entry form and must be received by July 15, 2011, to be eligible.

Credit Union: _____

Address: _____

City/State/Zip: _____

Chapter: _____

Contact: _____

Phone Number: _____ **E-Mail:** _____

Web Site: _____

Site Went Live: (Date) _____ **Budget:** _____

Asset Category: \$0-\$15 Million \$15-\$50 Million \$50-\$110 Million \$110 Million +

Objectives: _____

Website Designed By:

Credit Union Agency Name of Agency: _____

Shipping Address

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