



**For Immediate Release
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2010 DIAMOND AWARD WINNERS HONORED AT COUNCIL CONFERENCE

Madison, Wis. – Co-op Services Credit Union was named “Competition’s Best” – the highest “Best of Show” award in the CUNA Marketing and Business Development Council’s Diamond Awards competition. The winners were acknowledged during the council’s [17th annual conference](#), which took place March 21-24 in Washington, DC.



Entered in the Complete Campaign category, Co-op Services sought to inspire people to give back to the community by randomly offering individuals \$100 over 100 days, with a goal of increasing brand exposure and new members. Additionally, the campaign netted 1.7 million non-paid media impressions throughout the Detroit-area media market.

This year’s awards competition received nearly 1,000 entries. Judges awarded four entries as Best of Show, along with 165 Diamond Awards and 188 Awards of Merit. Other Best of Show honorees included:

- Best Association Entry: Richmond Chapter & Southside Chapters of the Virginia CU League in Richmond, Va., for its league marketing campaign, “What If Credit Unions,” to educate locals about the credit union alternative and seize a window of opportunity created by the current economic environment.
- Best Use of Art: Dupaco Community Credit Union in Dubuque, Iowa, for its "Sycamore Street Experience" entry in the Retail Merchandising category. The “Sycamore Street Experience” branch tribute was a way to educate members on the history and uniqueness of the credit union and preserve the memories of the Dubuque Packing Company for area residents.
- Best Use of Humor: Directions Credit Union in Sylvania, Ohio, for its "Life is Easier with Directions" television spots. Through a series of TV ads, Directions emphasized that the credit union is there for its members during different life stages. The spots helped increase membership by 5,526 members and name awareness increased by 37%.

The Diamond Awards, representing the pinnacle of credit union marketing and business development, feature 34 categories, ranging from direct mail and Web site marketing to public relations and political action. Judges evaluated entries based on strategy, design and production, creative concept, copy and communication, and results.

A complete list of award winners is available online at www.cunamarketingcouncil.org, by selecting the “[2010 Diamond Awards](#)” link, located in the “Events” pull-down menu.

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About CUNA Marketing and Business Development Council

The CUNA Marketing and Business Development Council is a member-led organization comprised of 1,000 credit union professionals across the United States. The council strives to provide superior educational and networking opportunities to help its members be recognized in the credit union industry as the premier experts in credit union marketing, business development, and related disciplines. The CUNA Marketing & Business Development Council is of the six organizations that make up the CUNA Councils, a network of more than 4,700 credit union professionals. For more information, visit www.cunamarketingcouncil.org or www.cunacouncils.org.