



MARKETING TRAILBLAZER AWARDS | CATEGORIES

- Best Integrated Campaign
- Best Member Communications
- Best Digital Marketing
- Best Advertising Campaign
- Best Social Media/Content Marketing-new
- Best ROI
- Best Special Project
- Best of Show Christine DeWitt Memorial Award (no entry needed, determined by judges)

1. **Best Integrated Campaign:** Marketing campaign with one theme demonstrated through various forms of media (print, social, video, etc.). Entries must include a minimum of three elements supporting one effort. Submissions may include, but are not limited to advertising, communications initiatives, email marketing, printed publications, social media marketing, videos, websites and collateral materials such as displays, packaging, gifts, and other materials that support the marketing campaign. Entries should focus on how the elements worked together in one synergistic campaign to accomplish the overall objectives.
2. **Best Member Communications:** This category consists of any communication to your members, including newsletters, brochures and direct mail. The purpose is to educate members about the credit union's products and services. This category will be judged on consistent branding, format and content as well as the quality of writing. May include any written promotional pieces mailed to CU members to achieve a measurable goal (e.g., increase membership, open specific accounts and loans, etc.) and may include brochures, letters, etc. Materials will be judged on achievement of goals and results, their originality, format and content as well as the quality of writing.
3. **Best Digital Marketing:** Demonstrate innovation and creativity through the use of digital marketing. Platforms include, but are not limited to, website, mobile app, text messaging campaign, and email marketing. Provide clear evidence of results, for example website traffic, click through rates, page views per visit and average time spent, etc.
4. **Best Advertising Campaign:** This category includes all print, online or broadcast advertising. Be specific regarding which medium was used, the target audience and the results achieved from the campaign. This consists of any advertising done to engage, inform or educate your members or the public about your products and services. Print advertisements must be submitted in original form. That is, if the piece is a color ad, it must be submitted in color form. Photos of billboard artwork are acceptable.
5. **Best Social Media/Content Marketing:** Any campaign utilizing social media platforms such as, but not limited to, YouTube, Facebook, and Twitter to increase member engagement. Please include a screen shot and links used in the campaign. Examples include giveaways, hashtag campaigns, social media specific ads, promoted posts, blogging, or infographics. Submissions must show engagement results.

6. **Best ROI:** The campaign that got the biggest bang for the buck. Executives won't fund marketing efforts without results, that's where ROI comes in. Entrants will identify the campaign goals and what results were achieved, as well as what gains were made in relation to campaign costs. Include channels used such as TV, print, radio, direct mail, social media, blogs, email, banner ads, paid search, etc. Include online links or pdfs of marketing efforts.
7. **Best Special Project:** Any marketing/advertising/communication pieces that do not fall into any other Trailblazer category may be included. Judges may use discretion if they feel the entry belongs elsewhere. Special projects may include SEG development activities, a significant or memorable event or program, celebration of a credit union anniversary, hosting Santa Claus for the benefit of young members, a dedication of a new branch office, etc. The objective and results of the event must be included. If there were measurable goals, please submit them, (e.g., increase % or # of SEG accounts, number of attendees at programs and events, etc.).

To be eligible for a Trailblazer Award in any category, measurable goals and objectives and results **MUST** be documented.