MARKETING TRAILBLAZER AWARDS | CATEGORIES

- BEST INTEGRATED CAMPAIGN
- BEST DIGITAL MARKETING
- BEST SOCIAL MEDIA/ CONTENT MARKETING
- BEST ROI
- BEST VIDEO PROJECT
- WILD CARD/CATCHALL
- BEST OF SHOW-CHRISTINE DEWITT MEMORIAL AWARD

Best Integrated Campaign:
Choose a marketing campaign with one theme demonstrated through multiple forms of media (print, social, video, etc.) Entries must include a minimum of three platforms supporting one effort. Submissions may include, but are not limited to advertising, communications initiatives, email marketing, and printed publications. Entries should focus on how the element worked together I one synergistic campaign to accomplish the overall objectives.

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. Please provide clear evidence of results, for example website traffic, click through rates, page views per visit and average time spent, etc.

Best Social Media/Content Marketing:
Any campaign utilizing social media platforms including, but not limited to, YouTube, Facebook, Instagram, Tik Tok, and X to increase member

engagement. Please include a screen shot of your social pages used and provide links used in the campaign. Examples include giveaways, hashtag campaigns, social media specific ads, promoted posts, blogging, or infographics.
***Submissions must show engagement results.**

Best ROI:
The campaign that received 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.

Best Video Project
A video produced for your credit union for the purposes of relaying information, making an announcement, and/or introducing a new product. May include videos produced both internally and externally. The video will be judged on the effectiveness of successfully relaying an important message, originality, content, and quality of video.
***Please send a URL link to avoid problems that can arise while transmitting very large files.**

Best Catchall Project/ Wild Card
This would encompass any marketing project that your team is especially proud of that does not fit any of the above categories. This could include a rebranding effort or website re-design, for example.

Best of Show - Christine DeWitt Memorial Award
This award is presented to the credit union whose marketing efforts best reflect the dedication and commitment to excellence that Christine Dewitt exemplified as a credit union professional.