

Updated 9/15/2022

2023 Diamond Awards

[Categories](#) | [Who May Enter](#) | [Winner Recognition](#) | [Entry Fees & Payment](#) | [Questions Eligibility & Rules](#) | [How to Enter](#) | [Entry Tips](#) | [Technical Specifications](#) | [Judging](#) | [FAQ](#)

Early-Bird Entry Deadline: December 21, 2022

Final Entry Deadline: January 17, 2023 (Tuesday by 11:59 pm CT)

Applications take time to fill out and complete so don't wait until the last minute. Thank you!

Thirty-six categories, 1,200+ entries, big bling, and bragging rights. The most prestigious annual credit union industry competition, the Diamond Awards recognize and reward creative excellence and outstanding results.

Categories

Results are required for the following categories: 3, 4, 6, 8, 9, 11, 24, 26, 27, 28. For all other categories, results are optional.

NEW THIS YEAR!

CU Associations / Leagues or CUSOs may enter all categories.

Entrants are able to Copy Application from your shopping cart or on your completed submission view.

More details in the [category description section](#).

1. Annual Reports
2. Brand Awareness
3. Business Development Efforts (results required)
4. Complete Campaign (results required)
5. Credit, Debit and ATM (card) Designs
6. CUNA Awareness® (results required) **NEW THIS YEAR!**
7. Cutting Edge
8. Diamond in the Rough (results required)
9. Digital Advertising (results required)
10. Digital Application Design **NEW THIS YEAR!**
11. Direct Mail – Single or Series (results required)
12. e-Channel Marketing
13. Email – Single or Series
14. Financial Education
15. Internal Marketing Recognition / Incentive Campaign
16. Logos
17. Member or Trade Communications
18. Membership Marketing
19. Multifaceted
20. One-Time Event
21. Ongoing Event
22. Outdoor
23. Point of Sale Display & Retail Merchandising
24. Radio / Streaming Ads – Single or Series (results required)
25. Re-Brand / New Corporate Identity
26. Segmented Marketing (results required)
27. Social Media (results required)
28. Video Commercial – Single or Series (results required)
29. Video Non-Commercial – Single
30. Video Non-Commercial – Series
31. Website
32. Best Use of Humor
33. Carat – For the Greatest Impact
34. Clarity – For the Most Sentimental
35. Color – For Brilliant Use of Art
36. Cut – For the Most Edgy

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Category Descriptions

Results are required for the following categories: 3, 4, 6, 8, 9, 11, 24, 26, 27, 28. For all other categories, results are optional.

NEW THIS YEAR!

CU Associations / Leagues or CUSOs may enter all categories.

Entrants are able to Copy Application from your shopping cart or on your completed submission view.

1. Annual Reports

Annual, semi-annual, or quarterly reports published in the 2022 calendar year.

2. Brand Awareness

Marketing efforts to increase brand awareness or recognition to your current and/or potential members. It can be either associated with a particular product or service, or the overall credit union brand. All forms of media are acceptable. NOTE: Re-branding or new corporate identities should be entered in category #25 (Re-Brand / New Corporate Identity).

3. Business Development Efforts (results required)

Most credit unions, community based or SEG based, conduct business development efforts to offer financial services as an employee benefit for their SEGs or partner companies. Other CUs focus on growing specific products and services through building external relationships. Share your efforts specifically intended to increase penetration with existing SEGs, gain new SEGs, or grow in a specific product or service through BD. Entry can be individual elements, business services, business to business offers, or coordinated campaigns, including digital or print pieces, or employee engagement activities/events.

4. Complete Campaign (results required)

For CUs with assets under \$500 million – campaign submissions require a minimum of two elements supporting one effort and must have been completed in 2022. For CUs with assets over \$500 million – campaign submissions require a minimum of three elements supporting one effort and must have been completed in 2022. Types of media include the following, but are not limited to direct mail, point-of-sale, print ads, digital marketing, broadcast, and newsletters. Judges will consider the number of media used in each campaign. If submitting radio, television, or audio-visuals, upload a copy of each script.

5. Credit, Debit and ATM (card) Designs

Card designs (physical and/or digital) that have been created exclusively for your credit union and distributed for the first time in 2022. Include samples of each design.

6. CUNA Awareness® (results required) - NEW THIS YEAR!

For credit unions participating in the national Credit Union Awareness program: How has your credit union leveraged the assets available through the program to help align and promote credit union consideration and your credit union in your market? Successful entries will be able to provide measurable results in support of your entry (e.g. traffic to your website, traffic to YourMoneyFurther.com, new loans closed, new memberships, video views, etc.). When entering the budget, please only include the dollars spent in marketing / advertising beyond the overall credit union contribution.

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7. Cutting Edge

One of kind, innovative marketing idea that generated impactful results, either immediately or in the future, and/or created internal efficiencies. Entries in this category go outside the norm, such as incorporation of the newest technologies, guerilla marketing efforts, or anything that is outside the box or demonstrates innovation or forward thinking.

8. Diamond in the Rough (results required)

Awarded to the credit union that displays exemplary results and creativity with a limited budget.

9. Digital Advertising (results required)

Digital advertising refers to marketing that is digitally displayed. Web-based marketing, viral marketing, audio advertising, mobile advertising, online interactive, landing pages or microsites are examples for this category. Digital advertising videos should be included in category #28 (Video Commercial – Single or Series).

10. Digital Application Design (not a CU website) – NEW THIS YEAR!

Digital platform(s) that are used to open accounts, apply for loans, manage credit or debit cards, manage transactions, etc. by members. Example: online banking applications (desktop and/or mobile) that demonstrate brand consistency, a clean and streamlined look and feel, and sophisticated design. Include screen shots of workflow. If the application is a re-design, please include before and after images. New website entries should be submitted in category #31 (Website).

11. Direct Mail – Single or Series (results required)

A single mail piece or series of pieces supporting one effort, mailed to members or potential members. Only submit the results that are directly related to the piece.

12. e-Channel Marketing

Any e-Channel marketing that includes podcasts, blogs, vlogs, buying guides or product information available in electronic form. Include samples and original files of audio or video content. Social media focused efforts should be entered under category #27 (Social Media).

13. Email – Single or Series

Email communication, either single or in a series such as a nurturing workflow, that either added success to an existing campaign or was introduced by itself. Subject can be promotional of credit union products / services or informational. Subject line and KPIs such as delivery rate, open rate, click-through rate, bounce rate, and unsubscribe rates will be judged in addition to the ROI.

14. Financial Education

A program that provides financial literacy through your products, services, and network; strategic partnerships and educational programs. Share the steps you have taken to educate members or potential members on how to effectively manage their personal finances and make sound financial choices.

15. Internal Marketing Recognition / Incentive Campaign

A program that enhances external marketing efforts by recognizing and/or incenting credit union staff over an extended campaign period. This may include special incentives, employee engagement programs, or other drivers of internal credit union focus. Single events will be excluded. Supplemental materials (employee newsletters, photographs, and other components) are encouraged.

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16. Logos

A new logo that has been created exclusively for your credit union, product, promotion, or effort and distributed for the first time in 2022. Include a variety of samples showing and explaining the different applications of the logo, usage restrictions, and/or guidelines. Include an example of a previous logo, if applicable.

17. Member or Trade Communications

Member communications are advertising pieces that appear in periodic publications whose circulation / distributions are made to the membership or general public, and/or an unspecified target audience. Trade Publications are advertising pieces that are placed in periodic publications whose primary circulation / distribution is aimed at the specific credit union industry target audience. Newsletters are publications (digital or print) to communicate directly with members. Can also include crisis communication, emergency notices, and public relations. Frequency of publications can be anywhere between weekly to annually. Include 2-5 unique issues of the publication you are entering.

18. Membership Marketing

Printed or digital information such as buck slips, packets, brochures, or booklets, intended to introduce new or potential members to the credit union and its services.

19. Multifaceted

Other marketing, public relations or business development materials or print ad not covered in another category, which reflects a creative approach to marketing, sponsorships, or other unique materials.

20. One-Time Event

Activities or material related to a one-time event, such as community volunteerism or give-back programs, new branch opening or renovation of current branch, sponsorship and scholarship programs, or any other impactful event. This includes public relations activities, anniversaries, or other special credit union events. Activities directed toward a field of membership group are acceptable. Photographs, newspaper ads, social media posts, other media coverage and specialty items may be included.

21. Ongoing Event

Activities or material related to an ongoing event, such as community volunteerism or give-back programs, sponsorship and scholarship programs, or any other impactful event. This includes public relations activities, anniversaries, or other special credit union events. Ongoing indicates that it could occur annually or over the course of the calendar year. Activities directed toward a field of membership group are acceptable. Photographs, newspaper ads, other media coverage and specialty items may be included.

22. Outdoor

This category includes any type of outdoor media. This can include, but is not limited to billboards, transit vehicle ads, car wraps, and ATM wraps. This category includes digital outdoor, such as digital billboards.

23. Point of Sale Display and Retail Merchandising

Overall strategy designed to enhance member awareness of credit union services including, but not limited to tent cards, lobby posters, Dura-trans, trade show booths or SEG displays. This should encompass the sales environment including kiosks, ATMs, and self-service displays. Entry may relate to a single event, part of a campaign or be educational in nature.

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24. Radio / Streaming Ads – Single or Series (results required)

Entry may be either a single or series of spot(s) carried on paid time including broadcast or digital radio ad placement. Only include the results that are directly related to the piece.

25. Re-Brand / New Corporate Identity

A redesign / makeover of brand / corporate identification may include tag lines and/or jingles, or the fundamental idea and core concept behind having an “image.” Send both old and new components. What is brand? The perceived emotional corporate image as a whole. What is corporate identity? The visual aspects that form part of the overall brand.

26. Segmented Marketing (results required)

A campaign / program targeted to a segmented group such as teachers, doctors, or one of the credit union personas / target demographics. Entry will be judged on how well credit union benefits were matched with the group’s needs. Entry should show activities related to projects or programs. Photographs, newspaper, social media posts, other media coverage and specialty items may be included. Include a sample of each project / program element.

27. Social Media (results required)

The use of any social media platform (Facebook, Instagram, TikTok, etc.), blog, forum, group site, the internet, or microsite that engages members to communicate about your credit union and/or the credit union movement. Must include the average number of comments received, shares, and time spent on site and use of links. Include samples (URL, Google analytics, web analytics, on-site analytics, etc.).

28. Video Commercial – Single or Series (results required)

Entry may be a single video or series of associated videos, carried on paid time, including broadcast, television, internet pre-roll or other digital or streaming advertising. Only include results that are directly related to the piece or series of videos entered. **You must provide the original video format (MP4); a link such as YouTube are not allowed.**

29. Video Non-Commercial – Single

Entry may be a single video produced by or for the credit union: venue to highlight staff or member stories, how to instructional content, financial education, brand awareness, or general / historical credit union information (e.g., YouTube, Vimeo, Facebook). If entering a series of videos, you may enter one of those videos in this category. **You must provide the original video format (MP4); a link such as YouTube are not allowed.**

30. Video Non-Commercial – Series

Entry may be a series of videos produced by or for the credit union: venue to highlight staff or member stories, how to instructional content, financial education, brand awareness, or general / historical credit union information (e.g., YouTube, Vimeo, Facebook). **You must provide the original video format (MP4); a link such as YouTube are not allowed.**

31. Website

Entry may be any use of your credit union's website, either internet or intranet. Each entry should relate to a specific promotion focusing on growth or retention. If the entry is a complete website redesign, you must include screen shots of the former website for comparison purposes (PDF or JPEG). Provide screen shots of mobile site or responsive design if applicable. Provide URL as a PDF. Microsites should be entered in category #9 (Digital Advertising).

Do you have an entry from categories 1-31 that takes a great idea, executes the idea to near perfection and produces great results? If yes, you may want to submit the entry in one of the following categories (32-36).

32. Best Use of Humor

Bringing laughter, and maybe even tears, an entry will memorably demonstrate the effective use of humor in credit union marketing or business development. Include any metrics that demonstrate the success of the program.

33. Carat – For the Greatest Impact

Awarded to the entry that demonstrates the greatest impact on an audience: membership, community or other identified target. Impact may be defined by program success, financial gain, or other proven results. Include any metrics that demonstrate the success of the program.

34. Clarity – For the Most Sentimental

Considered the tear-jerker of the program, this is awarded to an entry that best draws an emotional response, and the use of tissues, from its audience. Include any metrics that demonstrate the success of the program.

35. Color – For Brilliant Use of Art

Awarded for brilliant use of color, design, and other artistic elements, each entry should illustrate a thought-provoking approach to design and execution. Include any metrics that demonstrate the success of the program.

36. Cut – For the Most Edgy

Any form of advertisement, marketing collateral or event that turns heads, pushes the envelope or steps outside of the box to get noticed.

Excellence in Marketing & Business Development Awards

Also consider submitting an entry in the Excellence in Marketing & Business Development Awards. There is no entry fee. Up to eight awards will be presented in the following two asset groups and four categories. To enter the Excellence Awards, visit [here](#) for more information.

Asset groups:

- Assets under \$500M
- Assets \$500M or greater

Four categories:

Business Development: Beyond normal activities, what has your credit union done to further develop the relationship between credit union and sponsor company(s), their employees, or the community(s) you serve?

Community Outreach and/or Political Advocacy: Has your credit union developed a successful community relations program? Perhaps a politically themed event or program that advocated for a credit union friendly candidate, a get-out-the vote event, or an event that raised awareness about the credit union movement? Did your credit union drive outreach that made your community stronger? Examples may include high numbers of adults or students who received financial education, a donation / sponsorship program that centered on the principles of diversity, equity, and inclusion, and more. What was your strategy? And most importantly, what were the results?

Strategic Planning: This category highlights the work of the strategic marketer or business development professional. Planning is the core of all business. To outperform the competition requires solid marketing knowledge and precision in decision making. Your credit union's positioning and the positioning of its products, services and/or marketing / business development programs depend on the formation and implementation of intelligent and well thought out strategic plans. Share your plan in this Excellence category and demonstrate your role in creating your credit union's competitive advantage.

Multifaceted: Open to any event, program, or initiative you feel is deserving! Did you undertake a name change or rebranding? Did your department drive the successful implementation of a sales culture? Through planning and preparation, did your credit union successfully navigate a natural disaster? Have you utilized your MCIF to leverage marketing results? Whatever your practice may be, this is your chance to tell your peers.



Who May Enter

Any credit union, credit union association / league, or CUSO. Agencies may enter the competition on behalf of their clients and pay the Agency submitting on behalf of a credit union fee.

CU Associations / Leagues or CUSOs may enter all categories – **NEW THIS YEAR!**

Winner Recognition

- Winners notified via email on or about **February 10, 2023**.
- Specific awards will be announced at the Annual Conference.
- Awards will carry the credit union or association / league name. (No individual entrants' names will appear on the award).
- Winning entries will be posted on the Council's website.
- A representative from the winning credit union must register for the conference by **Monday, February 27, 2023** to be announced and recognized from the stage during the awards ceremony.



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Entry Fees and Payment

Entry fees must be made online through the submission process. All entries must be paid in full by **January 17, 2023** (Tuesday by 11:59 pm CT) or your entry(s) will not be included into the judging process.

- \$20 will be added per Complete Campaign (category #4) entry.
- All fees are non-refundable.

Submittal is from:	CU Asset Size:	Fee per entry: <i>(if entries received by 12-21-22)</i>	Fee per entry: <i>(if entries received 12-22-22 to 1-17-23)</i>
M&BD Council Member or Credit Union Association or League	Less than \$100 million or Association or League	\$65	\$90
	\$100 – \$499 million	\$100	\$125
	Greater than \$500 million	\$135	\$160
A CUNA Member credit union (but not a M&BD Council Member)	All Asset Levels	\$150	\$175
An Agency submitting on behalf of a CUNA Member credit union	All Asset Levels	\$150	\$175
A Non-CUNA Member credit union	All Asset Levels	\$350	\$350
An Agency submitting on behalf of a Non-CUNA Member credit union	All Asset Levels	\$350	\$350
Complete Campaign (category #4)	An additional \$20 added per entry	Additional \$20	Additional \$20

Questions?

About categories or results required, please contact either:

Chair:

Marella Nardotti, MBA, CUDE, NMLA
Chief Marketing Officer
NextMark Credit Union
Phone: 703-218-9900, ext. 1128
MNardotti@nextmarkcu.org

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Vice Chair:

Lesli Bishop, CUBDE, CUCME
Chief Marketing Officer
Family Savings Credit Union
Phone: 256-439-5773
lbishop@familysavingscu.com

2nd Vice Chair:

Amy McGraw
VP Marketing / Chief Experience Officer
Tropical Financial Credit Union
Phone: 954-517-7631
amcgraw@tfcu-fl.org

About the online entry process or general questions:

Contact CUNA Councils at 1-800-356-9655, ext. 4018 or diamondawards@cuna.coop.

Eligibility & Rules

- To be judged or to receive an award, an entry must be from a credit union, credit union association or league, or CUSO.
- All entries require digital files to be submitted and entries must conform to defined submission requirements. (See Technical Specifications and Accepted Formats for Entries). Hard copies will not be accepted for any entry.
- Entries must be original and not part of a co-op effort (unless noted in entry category). No pre-designed art or materials are allowed. (Stock art and photography as a single component of originally designed pieces are permitted.)
- No materials originally produced for another organization are allowed in any category.
- Entries must conform to all copyright laws.
- Entries must have been distributed to your members for the first time and final results obtained during 2022.
- Entries must be entered in the correct category and be correctly identified.
- An incomplete entry form is grounds for disqualification.
- Unless otherwise stated, an entry consists of only one component.
- If you enter a piece in more than one category, complete the requirements and entry form for each category. Judges will not cross-reference pieces from one entry to another.
- If the quality of entries in a given category is not strong enough, no awards will be given in that category.
- All judges' decisions are final.
- Entries become the property of the CUNA Marketing & Business Development Council. Any images, audio and video provided may be used during the awards ceremony at the annual conference and on the Council's website.

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How to Enter

Early-Bird Entry Deadline:	December 21, 2022
Final Entry Deadline:	January 17, 2023 (Tuesday by 11:59 pm CT)
Winners notified via email on or about:	February 10, 2023
Awards announced at Recognition Dinner:	March 28, 2023

Complete and submit the online entry form by **January 17, 2023** (Tuesday by 11:59 pm CT). *Please read the [eligibility & rules](#) and [category descriptions](#) as well as the [entry tips](#) and [technical specs](#) before you begin.* The steps below outline exactly how to enter.

1. Register an Account
2. Create Your Entry
3. Upload Digital Files
4. Submit Entry
5. Pay Entry Fees

[LOGIN](#) to begin the entry process – to get started offline, see [sample entry form](#).

Entry Tips

- On the Entry Form, do use one consistent credit union name spelling for all entries. Avoid differences from entry to entry. (Use “XYZ Credit Union” for all entries or use “XYZ CU” for all entries; do not use “XYZ Credit Union” on some and “XYZ CU” on others.)
- On the Entry Form, avoid ALL CAPS.
- Do use descriptive entry titles. (Use “Wedding Commercial TV Series” instead of “TV Series.”)

Technical Specifications and Accepted Formats for Entries

You must submit each entry as a digital file. Hard copies will not be accepted. Any images, audio and video provided may be used during the awards ceremony at the annual conference and on the Council’s website. If you’re unable to upload files, check your browser’s pop-up settings. Or contact CUNA Councils at 1-800-356-9655, ext. 4018 or diamondawards@cuna.coop.

For ALL Files:

- Avoid these file types: Word, Excel, PowerPoint, Photoshop, Illustrator, TIF, RAW, and any other type not specified in the directions.
- Winning entries will be displayed on the Diamond Award Winning Entries Kiosks at the annual conference. To optimize entries, use large images while maintaining aspect ratio.
Width: Images should have a minimum width of 800 pixels and a maximum width of 1824.
Height: Images should have a minimum height of 800 pixels and a maximum height of 2736.
- Do put all images in RGB format. Avoid CMYK format.
- Do use images with a DPI value of 96.
- Do use images with square pixels. Avoid half pixels.
- Do use white for background color.

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- Do include brief descriptions of context for each image in a collage. We recommend brief descriptions of context for images in general. (See “[JPEG collage with description](#)” and “[JPEG with description.](#)”)

Please make an effort to meet all specifications. Winning entries are opened and checked by an editor. Entries that do not meet specifications create extra work late in the acceptance process. Although editors make every effort to reformat and resize for high-quality results, these are not guaranteed for incorrectly submitted entries. Follow this guide to ensure judges and attendees will see your best work!

Digital Files:

- **File type:** JPEG or PNG
- Use PDF format **only** for entries in book format that require page turns: annual reports, magazines, booklets, etc. Avoid PDF format for all other entries. Do upload entries as a JPEG or PNG file when content does not require page turns. (See “[PDF page flip](#)” and “[Item that would not require a page flip.](#)”)
- **File size:** up to 7 MB

Video Files:

- **File type:** MP4 or WebM
- Avoid links such as YouTube, etc., WMV, AVI, MOV
- **File size:** up to 60 MB
- **Script:** JPEG or PDF. Displays best when script fits on one page. Avoid Word documents.
- **Resolution:** 720p or 1080p preferred; minimum 640 x 480 pixels.
- Do upload the video only. Avoid bars, slate or black at the beginning or end of the video.
- Do provide a screenshot for each video.

Audio Files:

- **File type:** MP3
- **File size:** up to 7 MB
- **Script:** JPEG or PDF. Displays best when script fits on one page. Avoid Word documents.
- **Sampling rate:** 44 KHz (44,100 Hz)
- **Bit rate:** 196 KB/s maximum
- **Sound:** Stereo

Website, Microsite or Mobile Application:

- Do provide URL link as a PDF to the website, microsite, or mobile application.
- Do provide password information as a PDF for password-protected sites.
- Do provide a screenshot as a JPEG or PNG. A homepage screenshot will be displayed if no other is provided. If you want to display more than the homepage, create a collage or provide multiple images.
- Do provide screenshots for emails. Avoid links to emails.

Judging

- Judges are selected from a pool of qualified experts, based on credit union and marketing expertise; past honors / awards received; past judging / competition experience.
- A minimum panel of three judges scores each entry independently, based on specific criteria and score values assigned to that category.
- Scores must meet a minimum percentage threshold to be recognized with a Diamond or a Category's Best.

The criteria judges score includes:

Strategy and Results: What was the strategy and objective(s) behind the entry? Did the entry produce the expected results, given the credit union's position in the marketplace and competitive factors?

Creativity: How did the creative concept position its offer to its target audience? Is the overall concept consistent with the stated strategy and objectives? Does the design and creativity enhance the idea and message to connect and communicate clearly?

Design and Production: How effective are the entry's design elements (typography, art, color, white space, quality of printing); or in the case of electronic, the entry's use of talent, visuals and sound and reproduction quality? Does the design and creativity enhance the idea and make it better? Is attention paid to the "fit and finish" of the final product? Is the quality of the printing, lighting, recording and reproduction polished?

Copy and Communication: Is the writing effective in helping sell the idea and producing the results? Are products clearly stated or obscured?

Results: How did the entry do, given its objective, budget, and credit union's strategy? Did the idea behind the entry produce the results it was supposed to?

Frequently Asked Questions

How do I calculate the results on the entry form? See examples below.

Base Figure – What you achieved in the comparable prior period

Marketing Goal – What you budgeted to achieve

Actual Volume – What you achieved during the campaign

The base figure is typically a figure that existed prior to the campaign. This may be what you did at the same time last year, or what your annualized average volume is for the targeted product. For example, if you're targeting new loans with direct mail in May, you could use your loan dollars achieved for the prior May as your base figure. Or maybe you have an annualized average of loan dollars achieved each month that you could use as your base.

Base Figure: 1,000,000

Marketing Goal: 1,250,000

Actual Volume: 1,500,000

% Over Base = $(150-100)/100 = 50\%$ over base

% Over Marketing Goal = $(150-125)/125 = 25\%$ over goal

Time period of entry	Sept-Oct 2021 vs. Sept-Oct 2022	
	Member Growth	Deposit Growth
Base Figure	509 new members	\$885,742 deposits at opening
Marketing Goal	+10% or 559 members	+10% or \$974,316
Actual Volume	569 new members	\$1,194,127 deposits at opening
% Over Base	12%	34.8%
% Over Marketing Goal	2%	22.5%

Is an award given in each category?

If the quality of entries in a given category is not strong enough, no awards will be given.

What is the maximum number of awards that can be given per category?

While there may be multiple entries that score high enough to earn a Diamond Award, there will only be one Category's Best per asset level, per category awarded. If the judges feel that no entry has risen to the level of a Diamond or Category's Best, no awards will be given.

How are the judges chosen?

A "[call for judges](#)" is sent and applications submitted to Council Administration. Judges are selected from a pool of qualified experts, based on credit union and marketing expertise; past honors / awards received; past judging / competition experience.

How are my entries judged?

- *A minimum panel of three judges scores each entry independently, based on specific criteria and score values assigned to that category.*
- *Scores must meet a minimum percentage threshold to be recognized with a Diamond or a Category's Best.*

The criteria judges score includes:

Strategy and Results: *What was the strategy and objective(s) behind the entry? Did the entry produce the expected results, given the credit union's position in the marketplace and competitive factors?*

Creativity: *How did the creative concept position its offer to its target audience? Is the overall concept consistent with the stated strategy and objectives? Does the design and creativity enhance the idea and message to connect and communicate clearly?*

Design and Production: *How effective are the entry's design elements (typography, art, color, white space, quality of printing); or in the case of electronic, the entry's use of talent, visuals and sound and reproduction quality? Does the design and creativity enhance the idea and make it better? Is attention paid to the "fit and finish" of the final product? Is the quality of the printing, lighting, recording and reproduction polished?*

Copy and Communication: *Is the writing effective in helping sell the idea and producing the results? Are products clearly stated or obscured?*

Results: *How did the entry do, given its objective, budget, and credit union's strategy? Did the idea behind the entry produce the results it was supposed to?*

Will I receive written comments from the judges about my entry?

The Marketing & Business Development Council receives over 1,200 entries each year for the Diamond Awards. Because of the volume of entries, judges are not able to provide written comments on each individual entry.

What are the due dates?

*The early-bird entry deadline is **December 21, 2022**; the final entry deadline is **January 17, 2023** (Tuesday by 11:59 pm CT). Entries must be submitted online along with payment by January 17 for your entries to be included in the competition.*

How many entries do you receive, and how many awards are given?

Over the past 5 years, an average of 1,150 entries have been received per year, and an average of 345 awards were given per year, which is an average of 30% of entries that receive awards.

Are the non-winners notified after the judging, as well as the winners?

Only the winners are notified that they've won something but are not told what they've won. Winners will be notified via email on or about February 10, 2023.

When will the winners be announced?

The winning entries will be announced at the annual conference during an awards ceremony on March 28, 2023.

If I can't attend the conference to receive the award, can a representative from my ad agency accept it on my behalf?

*A representative from your ad agency won't have the opportunity to accept the award on your behalf. The awards ceremony is streamlined by matching the attendee roster with the winning credit unions and only those who are present are announced. Therefore, if your credit union is not listed on the attendee roster by **Monday, February 27, 2023**, your award won't be announced during the ceremony, but rather it will be shown at the beginning of the awards dinner.*

When will I receive the award?

Approximately 2 weeks after the conference, the awards that were not picked up at the conference will be shipped to the credit union.

SAMPLE ENTRY FORM



DUE DATES!

Early-Bird Entry Deadline: December 21, 2022

Final Entry Deadline: January 17, 2023 (Tuesday by 11:59 pm CT)

All entries must meet eligibility and rule requirements. By submitting your entry(s), you acknowledge that you have read and understand the requirements.

Results are required for the following categories: 3, 4, 6, 8, 9, 11, 24, 26, 27, 28. For all other categories, results are optional.

NEW THIS YEAR!

CU Associations / Leagues or CUSOs may enter all categories.

Entrants are able to Copy Application from your shopping cart or on your completed submission view.

Category *

Select one option

Entry Fee Category *

Select one option

- Association or League
- M&BD Council Member - Less than \$100 million
- M&BD Council Member - \$100 million – \$249 million
- M&BD Council Member - \$250 million – \$499 million
- M&BD Council Member - \$500 million - \$1 billion
- M&BD Council Member - Greater than \$1 billion
- CUNA Member - Non-M&BD Council Member
- Ad Agency submitting on behalf of a CUNA Member - Non-M&BD Council Member
- Non-CUNA Member
- Ad Agency submitting on behalf of a Non-CUNA Member

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Asset Level Category *

Select one option

- Association or League
- Less than \$100 million
- \$100 million – \$249 million
- \$250 million – \$499 million
- \$500 million - \$1 billion
- Greater than \$1 billion

Name of Credit Union or Association / League (to be inscribed on the award) *

Address *

Person to contact with questions regarding the entry:

Name *

Organization *

Telephone *

Email *

Title of Entry *

Briefly describe your objective / strategy *

Briefly describe your target audience (who are your members?) *

Briefly describe your market / competitive factors *

Promotion Time Period:

Start of Promotion *

End of Promotion *

Production Costs - (\$) writing, design, printing, recording, etc. *

Quantity

Placement - (\$ media or mailing costs *

Page 2: Results

Results are required for the following categories: 3, 4, 6, 8, 9, 11, 24, 26, 27, 28. For all other categories, results are optional.

Volume - Base Figure (\$ or #)

Marketing Goal - (\$ or #)

Actual Volume - (\$ or #)

% over Base Figure

% over Marketing Goal

Page 3: Digital File Uploads

All entries require digital files to be submitted. Hard copies will not be accepted for any entry. Images, audio and video provided may be used during the awards ceremony at the annual conference and on the Councils website.

File Upload 1

File Upload 2

File Upload 3

File Upload 4

File Upload 5

File Upload 6

File Upload 7

File Upload 8

File Upload 9

File Upload 10

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File Upload 11

File Upload 12

File Upload 13

File Upload 14

File Upload 15