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Category & Judging Info

Nothing excites us more than good marketing. Don't judge us—that's our job!

Do You Have What It Takes?

The Marketing Association of Credit Unions (MAC, at your service) knows that successful marketing is a lot tougher than it looks—we all just make it look easy! That's why we want to highlight and award the marketers who really step up their game and create terrific campaigns with tangible results. If that's you, check out the MAC Awards categories and judging criteria below and throw your hat in the ring—you never know who could be taking home the coveted MACQUEE Best of Show Award!

The 2021 MAC Awards

The Envelope Please ...

Have you ever wished there were an Academy Award® for "Best Credit Union"? Us too. That's why the Marketing Association of Credit Unions (MAC) created the MAC Awards back in 1986—so we could celebrate the great work of marketers like you (and put on our best duds). And while we're (always) ready to celebrate, we don't judge. We leave that to marketing, advertising, media and social media experts—from both inside and outside the financial industry—and make them do it for us.

In May 2021 we'll be celebrating our fellow Credit Union marketers – stay tuned for further details!

Each entry has a chance at pulling in not only a MAC Award but our exclusive MACQUEE Best of Show Award too. It's not an acronym, we just like our caps locked. The only top honor where participants are on stage presenting their work, followed by live on-line judging with results hermetically sealed in a mayonnaise jar until opened during the MAC Awards celebration that evening!

The judges for all other entries are marketing, advertising, media and social media experts from both inside and outside the financial industry. In other words, you win an award here, you should be asking for a raise when you take home the hardware!

Want to Size Up Past Competition?

Check out our 2020 awards gallery to see who took home some bling at last year's conference.
[2020 awards gallery](#) [Start submitting your 2021 MAC Award entries!](#)

MAC Award Categories

	Annual Report	This one is pretty obvious. Results are not required.
	Broadcast - Video Commercial	Credit Union member-facing television, video or cinema ad or ad series. Results are required.
	Broadcast - Radio/Audio Commercial	Credit Union member-facing radio/audio ad or ad series. Results are required.
	Business Development	Select employer group (SEG) specific marketing, business services or business-to-business offers. Results are not required.
	Brand/Rebrand Evolution	Tell us about your branding or rebranding efforts to guide employees with direction and promotion of who you are and enhance image for acquiring new members. Results are not required.
	Community Engagement	Activism, giving back, supporting your local market, this category specifically recognizes those efforts. Results are not required.
	Comprehensive Campaign	Requires a minimum of three campaign elements supporting one effort. Photos of larger campaign elements will be accepted. Results are required.
	Culture/Internal Branding	Do something awesome in terms of culture and your internal team? Here's where you get credit for it! Results are not required.
	Direct Mail	A series of direct mail pieces supporting one effort, including letter series or onboarding efforts OR One, single mail piece. Results are required.
	Electronic Marketing	Any eChannel marketing including mobile applications, email, text or e-process. Results are required.
	Image Enhancement/Public Relations	Enhancement efforts that support public relations. Results are not required.
	Financial Education	Credit union financial education efforts for members and the communities you serve. Results are not required.
	Logos	New logos for the credit union or a specific credit union subsidiary, product, promotion or effort. Results are not required.
	Market Segment Program	Efforts targeting a specific market segment of a credit union's membership. Segments may be based on life stage, age, gender, ethnicity, or other demographic or niche markets. Results are required.
	Newsletters	Submit two to five newsletters in the same series. Results are not required.
	Online and Print Advertising	Newspaper or magazine advertisements or inserts or off-site online advertisements. Results are required.
	Outdoor	Category includes billboards, bus ads, car wraps or other outdoor media. Results are not required.
	Crisis Response - New this year!	2020 has been a challenging year, we've dealt with pandemics, wild fires, hurricanes and more. How did your credit union respond? Give us the details that showed your member response went above and beyond normal activities. Results are not required.
	Point of Sale/In-Branch Media/Retail Advertising	Point-of-sale materials supporting one effort. Results are not required.
	Product Development	Did you create or roll out a new product in 2020? Give us the product details, what you did to promote it and the results. Results are required.
	Social and Viral Media	Social and viral, engagement and other campaigns conducted using Facebook, Twitter or other word-of-mouth media. Results are required.
	Sponsorship/Partnership Marketing - New this year!	Development of sponsor and/or partner relationships to build your brand. Results are not required.
	Video - Non-Commercial	Informational, internal or brand awareness video. Results are not required.
	Website Design	Redesigned websites. Results are required.

Judging Criteria

Entries of the same asset categories will be scored and judged together to evaluate the entry's:

- Objectives
- Target Audience
- Overall Strategy
- Competitive Factors
- Return on Investment (if applicable)



Results (0-40 points)	Creativity (0-30 points)	Planning (0-30 points)
Costs involved and objectives and desired goals achievement, including return on investment.	Use of art/photography, design, type style, copy (or audio/visual equivalents) in pursuit of goals and how you have differentiated yourself from others in your market.	Your succinct strategy, how it relates to your organization's strategic plan and vision and what components were used to develop the plan (actions, tactics, etc.) for the project/campaign.

Only entries that average a score at or above the score levels below are eligible for an award.



First Place
40 points, one winner



Second Place
35 points, one winner



Third Place
30 points, up to two winners

The score level for categories in which results are not required are:



First Place
50 points, one winner



Second Place
38 points, one winner



Award of Merit
28 points, up to two winners

In the event no entry achieves the necessary score level, no award will be given. But don't worry, there's always next year!



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We're an ensemble of analysts, innovators, storytellers and strategists that help our clients orchestrate transformation that amps up results. A 31-year leader in financial services naming, branding, business intelligence analytics and data-driven strategies, with offices in Seattle and Boston, our team is ready to be an extension of yours, to bring growth to your members and communities. Let's make some noise together.

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