

ENTRY FORM

Please complete and return two copies of this form with your payment and electronic entry. (Entries may also be e-mailed to MichiganMarketingAwards@mcuul.org.) This form is available online at www.mcuul.org keyword: MarketingAward. **If you enter a piece in more than one category, make sure you complete the requirements and entry form for each category. Judges will not cross-reference pieces from one entry to another.**

General Information

Category:

- | | | |
|--|---|--|
| <input type="checkbox"/> 1. Business/SEG Development | <input type="checkbox"/> 6. Miscellaneous | <input type="checkbox"/> 11. Radio |
| <input type="checkbox"/> 2. Complete Campaign | <input type="checkbox"/> 7. Newsletters | <input type="checkbox"/> 12. Segmented Marketing |
| <input type="checkbox"/> 3. Direct Mail | <input type="checkbox"/> 8. Outdoor | <input type="checkbox"/> 13. Television Ad |
| <input checked="" type="checkbox"/> 4. Web Site Marketing | <input type="checkbox"/> 9. Point of Sale | |
| <input type="checkbox"/> 5. Membership Packets, Brochures, or Booklets | <input type="checkbox"/> 10. Print Ad | |

Title of Entry: CASH BACK Checking Account Campaign

Credit Union Asset Category:

- | | |
|--|---|
| <input type="checkbox"/> Less than \$40 million | <input type="checkbox"/> \$75 million-\$150 million |
| <input type="checkbox"/> \$40 million-\$75 million | <input checked="" type="checkbox"/> \$150 million and above |

Credit Union to be Named on the Award (Please print exact way to appear on plaque, including upper and lower case):

Credit Union ONE

Mailing Address: 400 E. Nine Mile Rd.

City: Ferndale State: MI Zip: 48220

Name of Person Submitting Entry: Rebecca Raver

Telephone: 248.593.7434 Ext. — Fax: 248.593.4740

E-mail: rraver@berline.com

Agency (if applicable): BERLINE

Objective: Introduce new checking product

Target Audience (Who are your members?): Current members using other checking products

Market/Competitive Factors: other financial institutions w/ cash reward program

Total Costs: \$5,000

Production Costs (writing, design, printing, recording, etc.): \$5,000

Placement Costs (media or mailing costs): N/A

Results (if required)

For This Piece/Entry Only _____ For Complete Campaign _____

Marketing Goal (\$ or #): _____ Base Figure (\$ or #): _____

% of Marketing Goal: _____

PAYMENT FORM

Please submit your payment, two copies of each entry form, and electronic entry to the address below. (Electronic entry may also be sent to MichiganMarketingAwards@mcuul.org.)

Entry Fee: \$75.00

Payments and Fees

Number of entries 1 @ \$75.00 each = \$ 75.00

Payment must accompany the entry forms with check/share draft payable to the Michigan Credit Union League.

Mail to: Michigan Credit Union League

Attention: Karen Biestek

38695 W. Seven Mile Road, Suite 200

Livonia, MI 48152

Questions or Problems - Call Karen Biestek at 800-262-6285 x536 or e-mail at MichiganMarketingAwards@mcuul.org.

Website Campaign – Cash Back Checking

The homepage features the Credit Union ONE logo in the top left. A navigation menu includes Home, Join Now, Locations, Rates, FAQs, Contact Us, and a search bar with '3.99% APR Auto Loan'. The main navigation tabs are Bank, Borrow, Invest & Insure, Business, Learn, and About Us. A large banner on the left shows a red rabbit mascot holding a gold coin with '\$25' on it. The text reads 'YOU COULD BE EARNING CASH Rewards RIGHT NOW!' with a 'Learn More >' link. On the right, there is a 'View My Accounts' section with a dropdown for 'CU@Home Online' and a 'Member Number:' field. Below that are links for 'View Alerts (1)', 'Enroll for Online Banking', 'Online Banking Video', and 'Online Security'. A 'Products & Services' sidebar lists Bank, Borrow, and Invest & Insure with sub-links. A 'Get a Great Rate' section has tabs for Savings, Auto Loans, Investments, and Home Loans, with a table of auto loan rates. An 'Open an Account' section has a 'Cash Back Checkin' dropdown. An 'Apply for a Loan' section has a '3.99% Auto Loan' dropdown. A 'We're Here to Help You' section includes a phone number, chat, and email links. The footer contains copyright information and various logos.

The 'Cash Back Checking' page features the Credit Union ONE logo and navigation menu. A breadcrumb trail shows 'Home > Bank > Checking > Cash Back Checking'. There are 'Print page' and 'Email a friend' links. The main heading is 'Cash Back Checking' with an 'Apply Now' button. Below the heading is the text: 'Cash Back Checking is the only checking account you'll need with Free Services and Cash Rewards all rolled into one.' There are tabs for 'Overview', 'Earn Interest', and 'FAQs'. The main content area lists benefits: 'Enjoy all the benefits of Cash Back Checking and pay no monthly service fees.®'. A list of features includes: 'Cash Back Rewards > Get Rewards!', 'Instant Issued MasterCard® Debit Card', 'Competitive interest rates', 'ATM access to all Credit Union ONE ATM's and over 28,000 surcharge-free, CO-OP Network ATM's nationwide', 'Receive 4 free ATM transactions per month at other financial institutions*', 'First order of checks at a discounted price', 'Check writing is free up to 20 checks per month', 'NCUA insured', and 'Additional benefits for members under age 24'. An 'Added Services - no added cost' box lists 'Online Banking', 'Bill Pay', 'E-Statements', 'E-Alerts', and 'Compu-Phone'. A footnote states: '*Fee for each ATM transaction greater than 4 per month, not including surcharge from other institutions.' A 'Cash Rewards Program' link is at the bottom. The footer is identical to the homepage screenshot.



Cash Rewards Multiply

Apply Now

Bank

Checking

- > Cash Back Checking
- > Cash Rewards
- > Debit Card

Savings

Online Services

We're Here to Help You

(800) 451-4292 > Hours
 Chat
 Email Us

Earn Points for Everyday Purchases

Earn Cash Back for everyday debit card purchases. Sign for your purchase, or select "credit" and you will earn:

1 Point For Every \$2 Spent

Get Bonus Points

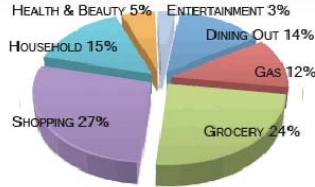
Open your account today and earn up to 1500 bonus points! > [Learn How](#)

Earn Extra Bonus Points! > [Learn How](#)

Redeem Points For Cash

- Redeem points online anytime
- Points never expire and there's no limit to what you can earn
- Automatic enrollment with [Cash Back Checking](#)

See how our members use their debit card to earn points:



How quickly can you get cash back?

Estimate Your Rewards >

> Cash Rewards Program



Cash Rewards Multiply

Apply Now

CLOSE X

Bank

Checking

- > Cash Back Checking
- > Cash Rewards
- > Debit Card

Savings

Online Services

We're Here to Help You

(800) 451-4292 > Hours
 Chat
 Email Us

Estimate How Much Cash Back You Can Earn

	Monthly	Yearly
Dining Out <input type="checkbox"/>	\$0	\$
Gas <input type="checkbox"/>	\$0	\$
Groceries <input type="checkbox"/>	\$0	\$
Shopping <input type="checkbox"/>	\$0	\$
Household <input type="checkbox"/>	\$0	\$
Health & Beauty <input type="checkbox"/>	\$0	\$
Entertainment <input type="checkbox"/>	\$0	\$
Miscellaneous <input type="checkbox"/>	\$0	\$

Calculate

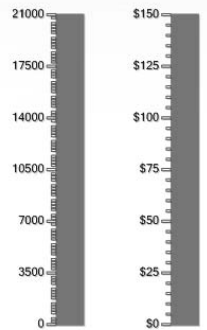
Total Spent: \$

Total Points:

Potential Reward: \$

Points Never Expire!

Points Reward



Apply Now

Credit Union ONE

Home | Join Now | Locations | Rates | FAQs | Contact Us | 3.99% APR Auto Loan

Bank | Borrow | Invest & Insure | Business | Learn | About Us

Home > Bank > Checking > Debit Card

Print page | Email a friend

Debit Cards

With a [Cash Back Checking](#) account you receive a MasterCard® Debit Card that can pay you back with [rewards!](#) Use it to make purchases at any of the 19 million locations that accept MasterCard® or at [over 28,000 surcharge-free ATMs.](#)

- Extra security with a [MasterCard® Secure Code](#) available for secure online shopping protection
- Fraud monitoring system that monitors your transactions 24/7 to help prevent fraud

Using Your Card | Ordering Your Card | Travel Notification | Report Lost or Stolen

Using Your Debit Card

Your MasterCard® Debit Card can be used in the following ways to access your account and conduct transactions:

- As a credit transaction (Signature-based)**
 - Earn Rewards
 - Transactions require your signature
 - Funds are not immediately withdrawn from your account, but are placed on hold and remain unavailable until the transaction posts to your account
- As a debit transaction (Point of Sale)**
 - Transactions require your PIN
 - Funds are withdrawn from your checking account immediately
 - Some merchants will even allow you to get cash back
- At the ATM**
 - See [Credit Union ONE ATMs](#)
 - Transactions require your PIN
 - Access cash from your accounts
 - Make convenient transfers between your accounts

View My Accounts | Online Banking

Open an Account | Cash Back Checkir

We're Here to Help You (800) 451-4292

Related Products: Checking, Business Checking, Savings

Earn Cash Rewards! ...by using your debit card!

Internet | 100%

Online Banking I – Cash Back Checking (no checking account)

Credit Union ONE

Get Rewarded For Something You Do Every Day

Learn about Rewards

Online Banking Enhancements Coming Mid November » Learn More

View Cleared Checks | Update Member Profile

Account Summary - (All Accounts)

Account Description / History	Account Number	Balance	Available	Last Transaction
REGULAR SHARES				11/13/2009
12 MONTH CERTIFICATE				09/23/2008
24 MONTH CERTIFICATE				11/06/2009
60 MONTH CERTIFICATE				02/02/2004

Account last logged on successfully: 11/17/2009 16:38:23

Online Banking: Accounts, Rewards, History, Transfers, External Transfers, Alerts, E-Statements, Messages, Skip-A-Pay, Pay Bills, Open an Account, Apply for Loan, More Options, Log Out

We're Here to Help (800) 451-4292

Internet | 100%

Online Banking II – No Checking Workflow

Credit Union ONE

Get Rewarded For Something You Do Every Day

Cash Rewards | **Cash Back Checking**

Get Cash Back With Cash Back Checking

Earn Cash Back for Debit Card Purchases
Sign for your purchase, or select "credit" and:

- Earn 1 point for every \$2 spent
- Points turn to Cash
- Automatic enrollment when you open Cash Back Checking*

Get More Points

- Move to Cash Back Checking today and earn up to 1000 bonus points!
- Sign for debit card purchases instead of writing checks or entering your PIN
- Earn Extra Bonus Points too!

Redeem Points For Cash

- Points never expire and there's no limit to what you can earn
- Redeem points online anytime - only 3500 needed

[Estimate Your Rewards!](#)

* Not available for business accounts

[Continue >](#)

Done | Internet | 100%

Web Search

Credit Union ONE

Home | Join Now | Locations | Rates | FAQs | Contact Us | 3.99% APR Auto Loan

Bank | Borrow | Invest & Insure | Business | Learn | About Us

Search Results 1 - 5 of about 158 for **cash back**. Search took 0.67 seconds.

[Next >](#)

Cash Back Checking [KeyMatch](#)
<http://www.cuone.org/bank/checking-rewards.aspx>

[Credit Union ONE - Checking](#)

... Apply Now. **Cash Back Checking**. **Cash Back Checking** is the only checking account you'll need with Free Services and **Cash Rewards** all rolled into one. ...
www.cuone.org/bank/checking-program.aspx - 31k - [Cached](#)

[Credit Union ONE - Checking](#)

... Apply Now. **Cash Back Checking**. **Cash Back Checking** is the only checking account you'll need with Free Services and **Cash Rewards** all rolled into one. ...
www.cuone.org/bank/checking.aspx - 31k - [Cached](#)

Cash Rewards Program

... There is no fee to participate and you are automatically enrolled in the **Cash Rewards Program** when you open your **Cash Back Checking** account at Credit Union ONE ...
www.cuone.org/about/documents/CreditUnionONE-Cash-Rewards-Program.pdf - 2009-08-31 - [Text Version](#)

Personal Accounts Fee Guide

... **Cash Back Checking** Members who maintain a monthly average balance of \$300 in the **Cash Back Checking** account or have an incoming monthly ACH Deposit into the ...
www.cuone.org/about/documents/CreditUnionONE-FeeGuide.pdf - 2009-10-01 - [Text Version](#)

[Credit Union ONE - Checking](#)

... Apply Now. **Cash Rewards Multiply**. Earn Points for Everyday Purchases. Earn **Cash Back** for everyday debit card purchases. ... How quickly can you get **cash back**? ...
www.cuone.org/bank/checking-rewards.aspx - 20k - [Cached](#)

Result Page [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

Web FAQ's

Credit Union ONE

Home | Join Now | Locations | Rates | FAQs | Contact Us |

Bank | Borrow | Invest & Insure | Business | **Learn** | About Us

Skip Navigation Links Home > Learn > FAQs

Frequently Asked Questions

Learn

- Financial Basics
- Videos & Demos
- Debt Solutions
- Calculators
- FAQs**
 - Bank FAQs
 - Borrow FAQs
 - Invest & Insure FAQs
 - Business FAQs
 - About Us FAQs

We're Here to Help You
Call (800) 451-4292

- Chat
- Email Us

Search our Frequently Asked Questions

Ask a Question

Most requested information Results 1 - 18 of 18

- Can I order Checks online?
- How do I earn points?
- Do the points ever expire?
- How do I get Bonus Points when opening my new Checking account?
- Can Debit Card Points be combined?
- Why is there a reduction of points?
- How can I check my point total?
- How do I start earning Cash Back Rewards?
- What types of business checking accounts do you offer?
- Can I open the Cash Back Checking Account online?
- I'm a student. Is there anything special for me?
- Is there a limit of points I can earn?
- Is there a cost to participate in Cash Back Rewards?
- What happens to my points if I return a purchase?
- What is the minimum amount of points I can redeem?
- What do I have to do to begin earning rewards points?
- Do I earn points if I use my debit card for online purchases?
- How many checks can I write for free per month using my Cash Back Checking?