

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@mcu.org.) This form is available online at www.mcu.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: WWW.GENISYSKU.ORG

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):

GENISYS CREDIT UNION

Mailing Address: 2100 EXECUTIVE HILLS BLVD

City: AUBURN HILLS State: MI Zip: 48326

Name of Person Submitting Entry: MARK REUTER

Telephone: 248-745-3346 Ext. _____ Fax: 248-322-6527

E-mail: MREUTER@GENISYSKU.ORG

Agency (if applicable): MCUL

Objective: DEVELOP A GENISYS BRANDED SITE THAT SERVES TWO FORMER CREDIT UNIONS THAT MERGED. INCORPORATE A FRESH, MODERN, EASY TO NAVIGATE SITE WITH EXTENSIVE PROMOTIONAL SPACE.

Target Audience (Who are your members?): ADULTS 25-54 MEMBER & NON-MEMBER

Market/Competitive Factors: MANY BANKS & SEVERAL LARGE CREDIT UNIONS VIEWING FOR BUSINESS

Total Costs: _____

Production Costs (writing, design, printing, recording, etc.): _____

Placement Costs (media or mailing costs): _____

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@mcu.org.)

Entry Fee: \$75.00

Payments and Fees

Number of entries 3 @ \$75.00 each = \$ 225

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@mcu.org.

Holiday Loan

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Loans As Low As		
Holiday Loan	7.75%	APR
Personal Loans	10.75%	APR
Savings As High As		
<u>Certificates</u>	2.05%	APY
<u>Money Mkt</u>	1.20%	APY

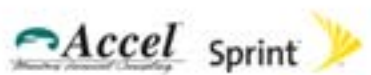
Save a tree & save time

now offering:
FREE eNotices &
FREE eAlerts

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- Earn one point for every \$2 you spend on signature transactions
- NO Fee to register or participate
- Genisys Debit MasterCard® holders are automatically enrolled
- [Enroll online](#) to view and redeem points
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- Redeem gift cards at your favorite places to shop and dine. Gift cards are available for places like:



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Quick Links

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[Click here](#) to view your point totals, shop our rewards online catalog or redeem points.

[MasterCard Savings program](#), available to Genisys members for discounts at some of your favorite retailers. For additional information [please click here](#).



Genisys Credit Union is now offering MasterCard® SecureCode™. MasterCard® SecureCode™ puts you in control when shopping online. Only you can approve purchases using your private SecureCode™.

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