

## 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.mcul.org](http://www.mcul.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 checked="" 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 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: MSUFCU VISA Platinum Credit Card Design

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):

Michigan State University Federal Credit Union

Mailing Address: 3777 West Road

City: East Lansing State: MI Zip: 48823

Name of Person Submitting Entry: April Clobes

Telephone: 517-333-2254 Ext. \_\_\_\_\_ Fax: 517-333-2253

E-mail: aclobes@msufcu.org

Agency (if applicable): NA - in house

Objective: Create a new Platinum VISA card style with an updated look & unrelated to MSU.

Target Audience (Who are your members?): Members who qualify for our Plat. VISA

Market/Competitive Factors: Other credit card issuers

Total Costs: \$6,200

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 11 @ \$75.00 each = \$ 825

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.



*Platinum*

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GOOD  
THRU

