

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 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 checked="" 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: Telcom FUSE Checking Account Promotion

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):

Telcom Credit Union

Mailing Address: 44575 W. Twelve Mile Road

City: Novi State: MI Zip: 48377

Name of Person Submitting Entry: Tyler Ross

Telephone: 248.596.4498 Ext. _____ Fax: 248.596.4588

E-mail: rossst@telcomcu.com

Agency (if applicable): Edge Creative Group

Objective: Increase the quantity of young members

Target Audience (Who are your members?): Young members ages 16-23

Market/Competitive Factors: Other similar products in the marketplace

Total Costs: \$33,916.00

Production Costs (writing, design, printing, recording, etc.): \$3,460.00

Placement Costs (media or mailing costs): \$5,944.00

Results (if required)

For This Piece/Entry Only For Complete Campaign

Marketing Goal (\$ or #): 190 checking accounts Base Figure (\$ or #): 455 checking accounts

% of Marketing Goal: 240%

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 = \$ 225.00

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@mcu.org.

**John,
Get Connected
to Your Money
with Telcom FU\$E,**

and Win a Laptop!

**TELCOM
FU\$E**



Get up to \$100 When You Open Your New FU\$E Accounts!



44575 W. Twelve Mile Rd.
Novi, MI 48377
telcomcu.com

● We have new FU\$E accounts designed just for you. Open a new Telcom FU\$E Checking account with no minimum balance, no monthly maintenance fee, and no check processing fee. You'll score a bunch of great stuff and you'll never have to worry about getting access to your cash.

FU\$E Checking is for members ages 16-23 and includes:

- E-Statements, E-Mails & Text Messages
- FU\$E Visa® Debit Card
- Web Bill Pay
- 150 Telcom FU\$E Checks

Here's the deal – Open a FU\$E Checking account with a minimum \$50 deposit by February 27:

- You're automatically entered to **Win a Laptop***
- You'll get a **\$50 Visa Gift Card**
- Get an additional **\$50 Visa Gift Card** with your approved FU\$E Visa credit card application**

Hurry, the deal's up February 27, 2009! To open an account, just go to any of our branches, call 800.356.7465, or apply online at telcomcu.com.

Win a Laptop!

* Two winners will be chosen by random drawing on March 6, 2009. One entry per Telcom FU\$E member. To enter the laptop drawing without opening a FU\$E Checking account, you must be 16-23 and send a 3x5 card with your name, address, phone, and age to Telcom Credit Union, Attn: Marketing, 44575 W. Twelve Mile Road, Novi, MI 48377. Mailed entries must be postmarked by February 27, 2009.

** All new account and loan applications are subject to ChexSystems and/or standard credit check. For members ages 16-17, a parent must be a joint owner on the FU\$E Checking account and FU\$E Visa credit card.