

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 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: Rock Star Saver Mascot

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):

Co-op Services Credit Union

Mailing Address: 29550 Five Mile Road.

City: Livonia State: MI Zip: 48154

Name of Person Submitting Entry: Lisa Fawcett

Telephone: 734-466-6106 Ext. - Fax: 734-522-8296

E-mail: Lfawcett@cscu.org

Agency (if applicable): Edge Creative Group

Objective: greater visibility at community, credit union & school events

Target Audience (Who are your members?): open membership, youth & adults

Market/Competitive Factors: N/A

Total Costs: \$ 5,418

Production Costs (writing, design, printing, recording, etc.): N/A

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@mcu.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

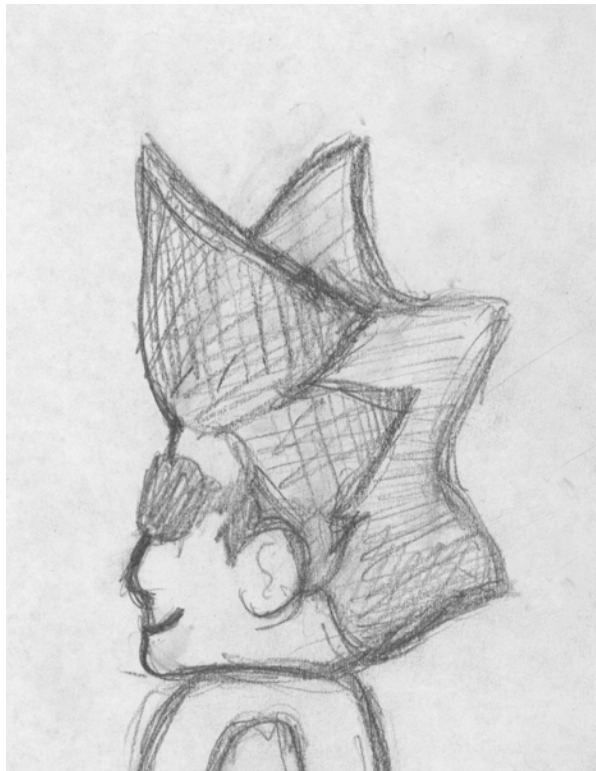
Questions or Problems - Call Karen Biestek at 800-262-6285 x536 or e-mail at MichiganMarketingAwards@mcu.org.

Rock Star Saver Mascot

Once Co-op Services Credit Union created our Rock Star Savers youth accounts we became very involved in community outreach and local events, most of which featured mascots from various cartoon shows and even some local businesses. Where we generally speak to parents at these events about getting their kids involved, we thought a mascot costume would be a fun way to create interaction and visibility for the program. Since commissioning the costume we have used it at many community, school, and even private events including back to school celebrations, Passport to Safety (a kids' safety event sponsored by local law enforcement), Sing-a-Long with Radio Disney, school branch openings, a roller skating party, and our annual meeting where he was first introduced.

Modeled after our Rock Star Savers logo, the presence of the mascot at these events noticeably enhances the reaction of children and adults alike. Appropriately tying him into Radio Disney and other music-themed events has offered greater recognition for Co-op Services and the Rock Star Savers program. Appropriately enough, he's gained a sort of "celebrity status" in the local communities we serve.





ORIGINAL VENDOR SKETCH



EARLY DESIGN CONCEPT



COMPLETED MASCOT DESIGN

OUR MASCOT...OUT ROCKING THE COMMUNITY!

