

2018 Achievement in Marketing Excellence (AIME) Awards

Call for Entries

All Credit Union, Centrals and Suppliers to the industry are welcome to participate!

Entry Deadline: February 7, 2018

Winners will be announced during the AIME Gala Dinner held in conjunction with the Canadian Credit Union Association Conference in Toronto, ON.

To enter, visit <http://macu.secure-platform.com/a>

2018 Achievement in Marketing Excellence (AIME) Awards

About the Awards

The Achievement in Marketing Excellence (AIME) Awards celebrates the year's best marketing and communications campaigns created by credit unions, cooperatives and suppliers to the industry. The awards were created 27 years ago to raise awareness and exposure of the outstanding work being done in the industry.

Credit unions, cooperatives and suppliers to the industry may submit to enter the awards; membership is not required.

The deadline for submissions is **February 7th, 2018**.

Winners will be announced at the AIME Gala Dinner, which will take place in Toronto, ON on **Monday April 30** and will be held in conjunction with the Canadian Credit Union Association Conference.

Divisions & Categories

Credit unions are judged on asset size:
Peer Group 1 >\$3 Billion
Peer Group 2 \$650 million – \$3 Billion
Peer Group 3 < \$650 million

Centrals, suppliers and cooperatives are judged on marketing budget:

Division A - annual marketing budget >\$2 million
Division B - annual marketing budget < \$2 million
Cooperatives – all budgets

Categories are as follows:

Winning Results: results category (activities which are easily tracked)

Outstanding Creative: non-results category (activities that create a positive marketing environment, but do not necessarily allow for quantitative tracking)

Winning Results

- Business Building and Acquisition
- Coordinated Campaign
- Content Marketing
- Digital Marketing
- Direct Marketing
- New Product Launch
- Public and Community Relations

Outstanding Creative

- Annual Report
- \$3000 Shoe String
- Branch Design
- Brand and Brand Building
- Indoor and Outdoor Advertising
- Internal Marketing Recognition
- Financial Education
- Radio
- Television
- Website

Entrants are welcome to submit multiple entries within a category or across multiple categories.

Please note the same creative or campaign can only be entered into a maximum of THREE categories.

Judging Criteria

Each entry is judged against the other entries in its category and division and evaluated on creative excellence and results (for results categories) to the category for which they are submitted. CCUA reserves the right to withhold an award in any category should entries not meet the criteria.

The judges are marketing and advertising professionals from a variety of backgrounds.

All decisions are final.

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Entry Information

The creative submitted must have been utilized during the period from January 2017 to December 2017. Please note we only accept digital submissions.

To assist with the application process, please see the checklist of required documentation below:

- ☐ Online application and entry form: Visit the online application here <http://macu.secure-platform.com/a> (see entry form example on pg. 6)
- ☐ Hero image: Create a “hero image” to go along with your submission, designed horizontally and submitted in PDF (maximum size of 7MB). This will be used to display your creative (in the winner’s booklet) should your entry win. Examples of hero images are contained later in this document.
- ☐ Digital board: Create a “digital board” with a collage of images that best represent your campaign. This will be used by the judges to review the creative portion of your entry. You may also submit additional files that represent the campaign. Examples are included at the bottom of this document.

Deadline

The submission deadline is February 7th, 2018.

Eligibility and Requirements

To review requirements and rules around entering please visit <https://macu.secure-platform.com/a/page/Eligibility>

Fees

An entry fee of \$160 per submission (plus 13% HST) is required for each individual campaign entered.

You may pay online by credit card or cheque. Please note: once an entry has been submitted and payment processed, no refunds shall be issued.

If paying by check, please mail a check made payable to the **Canadian Credit Union Association** with your entry ID number and Invoice number clearly marked on the check and mail to the attention of:

Attn: Kristen Ridley
c/o CCUA
151 Yonge Street, Suite 1000
Toronto, ON, M5C 2W7

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How to Submit

Please complete the following steps:

1. Review the call for entries.
2. Visit <https://macu.secure-platform.com:443/a/solicitations/home/3> click on “ENTER TODAY”

HOME MY ACCOUNT CATEGORIES ELIGIBILITY AND REQUIREMENTS AWARDS JUDGING FAQ

Login to Complete an Entry or to Access Judging Panel

Email Address *

Password * [lost password?](#)

☐ remember me

Login

Celebrate the success of Canadian Credit Unions

MACU's most celebrated event—the Achievement in Marketing Excellence (AIME) Awards draws entries from credit unions of all sizes and locations. The AIMEs recognize the best and brightest achievements in credit union marketing and are celebrated at the AIME Awards Gala Dinner held during the annual conference.

Entries are due February 15th, 2017

Submissions are divided into two types:

1. Winning Results: results category (activities which are easily tracked)
2. Outstanding Creative: non-results category (activities that create a positive marketing environment, but do not necessarily allow for quantitative tracking)

ENTER TODAY

3. Enter the email address you'd like associated with your account, or login using the one you had used in previous years.

HOME MY ACCOUNT CATEGORIES ELIGIBILITY AND REQUIREMENTS AWARDS JUDGING FAQ

Login or Create an Account

Login

Email Address *

Password * [lost password?](#)

☐ remember me

Login

Create a New Account

Email Address *

First Name *

Last Name *

Primary Address *

Street Address

4

4. Complete the login by creating a password for your account. *Note* you cannot have multiple logins for your account so if you wish to collaborate with your team you will have to share your password.

State / Province

Zip / Postal Code

Phone # *

Create a Password *

Retype Password *

5. Complete the entry form. **** Note we have a new entry form this year to make it easier for you to convey the important aspects of your entry to the judges.****

6. Don't forget to upload any files necessary for judging ie: multimedia files for radio and TV, your digital presentation board.

7. Once complete click on "Add to Cart" you can choose to submit and pay for each entry separately or you can "Make Another Submission"

Welcome rachel Cleland

- [Home](#)
- [My Applications](#)
- [In Cart \(1\)](#)
- [My Profile](#)
- [Change Password](#)
- [Log Out](#)

Review and Checkout

Title	Cost	Details	#	Action
tkjklkj	CAD\$150.00	Entry Fee	013	Remove Make Changes
Coupon:	CAD\$19.50	13% Tax (HST)		

Total: CAD\$169.50

8. You can save your entry at any time and come back to it later. It will not be complete and considered submitted until you have added it to your cart.

9. You can pay via cheque or via credit card. Once you fill in your payment information (for payment via credit card) and submit your entry you can no longer make changes to it.

10. You will receive a confirmation email with your completed entry information.

11. You can add entries up until February 7th. CCUA will be in touch with you by March 9th only if your entry was selected to win an award. We will not disclose which entry won (if multiple entries were submitted).

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Entry Form Example

Winning Results Entries revolve around Strategy & Results.

It's all about the plan and the numbers. We are great marketers, but we must plan and produce the data to show for it. Tell our judges the story behind the campaign/solution and walk us through the who what where when and why. Then, show us the numbers – the ROI. This category will be evaluated on the following:

- 40% plan and execution
- 40% results
- 20% creative.

This is your opportunity to tell the story of your campaign and its results. Use the space provided to share these **requirements**:

- Overall strategy and objectives
- Expand on target market and specific tactical planning/actions.
- Measurable data/results (ROI).

There is a limit of 1000 words (equivalent to two pages).

Outstanding Creative Entries require planning and execution, but this category will have a strong emphasis on creative and messaging.

Creative refers to your use of art & design; and copy. Messaging includes clarity of message. Provide us with the who what where and why of this campaign or entry, but also provide us background on the creative and messaging and the choices you made in your delivery.

This entry will be evaluated on the following:

- 40% plan and execution
- 60% creative and messaging

This is your opportunity to tell the story of your campaign, illustrate your creative and your message. Use the space provided to share the following **requirements**:

- Overall strategy and objectives
- Expand on target market and specific tactical planning/actions.
- Creative
- Message

We have given you a limit of 1000 words to share your campaign with the judges.

Questions?

For further information, please contact Rachel Cleland at 416-232-3752 or info@macu.ca

Display board examples

The follow pages contain two sample “display boards” that were submitted by credit unions during the 2017 awards competition.



NLCU (Newfoundland and Labrador Credit Union)

Div 3

Category: Coordinated Campaign

HOME IS WHERE...

Summary: A coordinated campaign developed to inform people about the 5% Cash Back Mortgage product and how it can help homebuyers.

Timeframe: June - December 2016

Budget: \$71,000

Results: Cash Back mortgages up from 441,944.50 in 2015 to 1,267,157.50 in 2016



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With the power of community we can save the day!

Encompass Credit Union is deeply invested in all of our communities. Switch to Encompass to start feeling appreciated, and discover the power of Community!

Join us for an Open House and Member Appreciation Day, Hardisty Branch, Dec. 16, 10 a.m. - 2 p.m.



Coordinated Campaign - #CommunitySuperheroes

Encompass Credit Union developed an innovative way to reinforce brand equity with #CommunitySuperheroes! The imagery connected our members as superheroes, through our social responsibility grant program, as well as our credit union itself having the power of profit share!

It was a multi-channel campaign, using newspaper advertising, in-branch poster and digital displays, plus mobile app banners, website, social media posts and outdoor advertising on a billboard.

Hero Image examples

The images are the corresponding “hero images” that were submitted with the entries above.

A photograph of two young boys dressed as superheroes, running and jumping joyfully in a grassy field. One boy is wearing a green suit with a yellow star and a green mask, while the other is wearing a blue suit with a white star and a red mask. The background shows a line of trees under a clear sky.

**SUPERPOWERS AREN'T
JUST FOR KIDS ANYMORE.**

With the power of community
we can save the day!
#CommunitySuperheroes

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