



MARKETING TRAILBLAZER AWARDS | CATEGORIES

- BEST INTEGRATED CAMPAIGN
- BEST DIGITAL MARKETING
- BEST SOCIAL MEDIA/ CONTENT MARKETING
- BEST ROI
- BEST VIDEO PROJECT
- WILD CARD/CATCHALL
- BEST OF SHOW CHRISTINE DEWITT MEMORIAL AWARD

Best Integrated Campaign:

Choose a marketing campaign with one theme demonstrated through multiple forms of media (print, social, video, etc.) Entries must include a minimum of three platforms supporting one effort. Submissions may include, but are not limited to advertising, communications initiatives, email marketing, and printed publications. Entries should focus on how the element worked together in one synergistic campaign to accomplish the overall objectives.

Best Digital Marketing:

Demonstrate innovation and creativity through the use of digital marketing. Platforms include, but are not limited to, website, mobile app, text messaging campaign, and email marketing. Please provide clear evidence of results, for example website traffic, click through rates, page views per visit and average time spent, etc.

Best Social Media/Content Marketing:

Any campaign utilizing social media platforms including, but not limited to, YouTube, Facebook, and Twitter to increase member engagement. Please include a screen shot of your social pages used and provide links used in the campaign. Examples include giveaways, hashtag campaigns, social media specific ads, promoted posts, blogging, or infographics.

***Submissions must show engagement results.**

Best ROI:

The campaign that received the biggest bang for the buck! Executives won't fund marketing efforts without results, that's where ROI comes in. Entrants will identify the campaign goals and what results were achieved, as well as what gains were made in relation to campaign costs. Include channels used such as TV, print, radio, direct mail, social media, blogs, email, banner ads, paid search, etc. Include online links or pdfs of marketing efforts.

Best Video Project

A video produced for your credit union for the purposes of relaying information, making an announcement, and/or introducing a new product. May include videos produced both internally and externally. The video will be judged on the effectiveness of successfully relaying an important message, originality, content, and quality of video.

***Please send a URL link to avoid problems that can arise while transmitting very large files.**

Best Catchall Project/ Wild Card

This would encompass any marketing project that your team is especially proud of that does not fit any of the above categories. This could include a rebranding effort or website re-design, for example.

Best of Show/ - Christine DeWitt Memorial Award

This award will not be a category requiring direct submission. The judges choose to award this to one entry from any of the above categories that they feel stood out as exceptional.