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July 15, 2018

Synergy wins 3 national marketing awards

Lloydminster, Sask. – Synergy Credit Union’s commitment to telling its story has helped garner them national accolades from the Canadian Credit Union Association.

At the CCUA national conference held earlier this year, Synergy was recognized with three awards for their marketing initiatives. Synergy won two Achievement in Marketing Excellence (AIME) awards, one for Branch Rebranding and one for Content Marketing. They also received an Achievement in Marketing in the Coordinated Campaign category for Local Experts. Smart Solutions.

Synergy has undergone a substantial redesign of their service centre network in recent years, complete with updated branding that goes beyond normal renovations – it tells the Synergy story on its walls. The Content Marketing AIME was given for the video component of the Local Experts. Smart Solutions. campaign, which focused on Synergy’s highly-trained employees and their ability to assist people through their financial journey.

“We have such a great story to tell and we’re always looking for new ways to communicate that to our members and non-members,” said Synergy Marketing Manager Lyanne Campbell. “The AIME awards recognize newer initiatives for us and it’s exciting to see that we’re heading in the right direction.”

The AIME Awards recognize the best and the brightest achievements in marketing, advertising and communications. This year’s awards competition received over 135 entries from credit unions, centrals and suppliers from across Canada. Entries were received amongst 19 different categories.

“It’s a really competitive industry right now and any way that you can make a difference and effectively share that difference is a major advantage,” said Synergy CEO Glenn Stang. “Synergy is a great organization with very engaged staff who embrace telling our story, and awards like this show that we’re doing a good job of spreading that message.”

Synergy would also like to acknowledge the work of Narra Studios and David Maleshenko Design and Advertising.

About Synergy Credit Union

Synergy Credit Union is a member-owned financial institution serving more than 27,000 members from 10 communities within west-central Saskatchewan. Synergy Credit Union is the fourth largest credit union in the province of Saskatchewan and is one of the leading credit unions in Canada, with more than \$1 billion in assets. Synergy Credit Union provides core banking services through the traditional branch network, the Canada-wide AccuLink ATM network, online banking, automated telephone banking, mobile web banking, as well as through the Member Contact Centre and by SMS texting. More complex and advanced services, such as financial advice and

analysis, are delivered by specialists who may be located in select branches or available to meet in a location of the member's choice, by request.