



2019 Achievement in Marketing Excellence (AIME) Awards

Call for Entries

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All credit unions, centrals, suppliers to the industry are welcome to participate!

Entry Deadline: March 1, 2019

Winners will be announced during the AIME Gala Dinner held in conjunction with the Canadian Credit Union Association Conference in Winnipeg, Manitoba on May 6, 2019.

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

*Please note, the submission site will be available January 1, 2019.

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 28 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 **March 1, 2019**.

Winners will be announced at the AIME Gala Dinner, which will take place in Winnipeg, Manitoba on **Monday, May 6** 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 Campaign
- 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.



Entry Information

The creative submitted must have been utilized during the period from January 2018 to December 2018. 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://aime.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 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.

Eligibility and Requirements

To review requirements and rules around entering please visit <https://aime.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 cheque, please mail a cheque made payable to the **Canadian Credit Union Association** with your entry ID number and Invoice number clearly marked on the cheque and mail to the attention of:

CCUA
151 Yonge Street, Suite 1000
Toronto, ON, M5C 2W7

Deadline

The submission deadline is **March 1, 2019.**

How to Submit

Please complete the following steps:

1. Review the call for entries.
2. Visit <http://aime.secure-platform.com/a>
3. Click on "ENTER TODAY"

The screenshot shows the top navigation bar with links: HOME, MY ACCOUNT, CATEGORIES, ELIGIBILITY AND REQUIREMENTS, AWARDS, JUDGING, and FAQ. Below the navigation, there is a section titled "Celebrate the success of Canadian Credit Unions". On the left, there is a login form with fields for "Email Address" and "Password", a "remember me" checkbox, and a "Login" button. On the right, there is a text block describing the AIME Awards event, stating that entries are due February 15th, 2017, and are divided into two types: "Winning Results" and "Outstanding Creative". At the bottom of this section, there is a prominent yellow button labeled "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.

The screenshot shows the "Login or Create an Account" section. It features two columns of form fields. The left column is for login, with fields for "Email Address" and "Password", a "remember me" checkbox, and a "Login" button. The right column is for creating a new account, with fields for "Email Address", "First Name", "Last Name", and "Primary Address" (with a sub-field for "Street Address"). A "lost password?" link is visible between the two columns.

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
Select

Zip / Postal Code

Phone # *

Create a Password *

Retype Password *

Back Register

5. Complete the entry form.

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 |
|---------|-------------|-----------|-----|---|
| tjikjkj | CAD\$150.00 | Entry Fee | 013 | Remove Make Changes |

Coupon: CAD\$19.50 13% Tax (HST)

Total: CAD\$169.50

[MAKE ANOTHER SUBMISSION](#) [PRINT ALL](#) [CHECKOUT](#)

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 March 1, 2019. CCUA will be in touch with you by March 11 only if your entry was selected to win an award. We will not disclose which entry won (if multiple entries were submitted).

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 nationalawareness@ccua.com

Display board examples

The follow pages contain two sample "display boards" that were submitted by credit unions during a previous 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





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.

