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AltaOne FCU “Good Deeds Done Daily” Campaign Named Best in MAC’s 2010 Marketing Award Competition

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AltaOne FCU won top prize in the Marketing Association of Credit Unions’ (MAC) 2010 Awards Competition, announced at the group’s Annual Conference and Awards Ceremony in Palm Desert last week.

Wendy Cleveland, Vice President of Marketing, accepted the award for the Ridgecrest, CA-based credit union. The other four MACQUEE finalists were America’s CU (Fort Lewis, WA), Century FCU (Cleveland, OH), LA Financial CU (Pasadena, CA) and USA Federal CU (San Diego, CA).

AltaOne’s “Good Deeds Done Daily” campaign utilized an array of media to promote the opening of a new branch. The campaign was awarded MAC’s Best in Show award, however, in large part due to a less conventional tactic. Using a mystery team of do gooders, AltaOne traveled around their Bakersfield, CA area doing good deeds for local residents. The team paid for students’ books, brought lunch to the Fire Department, donated money to a pet shelter and other community-centric efforts.

The unique campaign was designed and implemented by the AltaOne marketing team and Simon & Associates, a full-service marketing agency. “We gave out small cards that said ‘Smile. You’ve just experienced a good deed! The cards directed the recipient to the microsite gooddeedsdonedaily.com to generate buzz.” said Sasha Welland, Simon & Associates. “AltaOne really knows who they are. The community involvement angle was a great fit to appeal to their field of membership.”

Cleveland says “We had to create excitement! Our mysterious activities in the community got the attention of our target audience in a way that traditional advertising could not.”

Local blogs, newspaper and television picked up the story, further driving the buzz. At the end of the 30-day campaign, AltaOne revealed their identity culminating with the branch opening. The buzz made an impression, resulting in 6,000 hits to their microsite, 500 local residents at their grand opening and more than \$1.2 million in new deposits.

MAC has offered professional development to credit union marketing professionals since 1988. For more information about MAC, please call (317) 205-9483 or visit www.macnetwork.org.

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