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## BCU CELEBRATES MEANINGFUL DOUBLE MAC AWARD WIN

**CHICAGO** - July 28, 2021 – The Marketing Association of Credit Unions (MAC) has honored BCU with a silver award in the non-commercial video category and a bronze award in the community engagement category, recognizing the Credit Union’s creative marketing team at the annual conference in Denver, Colorado.

Since 1986, the MAC Awards have acknowledged outstanding achievement in credit union marketing. Following a successful merger with GEICO Federal Credit Union (GFCU) to create the new GEICO Credit Union (GCU), a division of BCU, creative development of BCU’s winning [GEICO 101 video](#) campaign was led by the Credit Union’s in-house marketing team in collaboration with agency, Kicker.

“We had a unique opportunity to introduce and share the benefits of Credit Union membership for GEICO associates during new hire orientation,” said Adam Bialy, BCU Multimedia Marketing Lead. “The video had to be engaging and fun to create energy and excitement with prospective new members – and also to serve as a reassuring welcome to transitioning members.”

“BCU has a unique personality within the financial services industry, and it was important that our brand stood out as a trusted financial well-being partner that is committed to providing extraordinary member service,” Bialy added.

Picking up bronze in the community engagement category was the Credit Union’s Brighten Your Day campaign. Born from the COVID-19 pandemic with close to 98% of BCU’s workforce following the executive stay-at-home order, the Brighten Your Day campaign was created as an internal marketing effort to showcase the talent of young BCU ‘artists’, help the Credit Union’s working parents juggle additional roles as teachers and caregivers, and create a meaningful opportunity to give back.



**Heartfelt messages of care:** Internally, the Brighten Your Day entries were showcased as an animated collection, bringing the creative talents of “BCU littles” to life.

Eight pieces from young Credit Union artists were featured as a collection of “Brighten Your Day” printed post cards and delivered to local healthcare workers, first responders, hospital patients, and the elderly by a team of BCU volunteers.

“Simple gestures can have a big impact,” said Jill Sammons, BCU Vice President of Marketing & Communication. “We came together to extend our gratitude and well wishes by delivering heartfelt messages of care and support. We’re delighted with the industry recognition from MAC.”

Since 2013, BCU’s in-house marketing team has established itself as a leader in the Credit Union industry with multiple MAC award titles.

In 2020, BCU was named a Forbes Best-In-State Credit Union for the second consecutive year, ranking #1 in Illinois and #5 in Minnesota. Members voted BCU to the top spot based on overall satisfaction, trust, service, product offerings, and financial well-being resources.

**About BCU:** BCU is a purpose-driven organization that empowers people to discover financial freedom. With over \$4.9B in assets, it is also one of the fastest-growing Credit Unions in the last four decades. Both not-for-profit and member-owned, the Credit Union is driven by the commitment to provide extraordinary service for more than 300,000 members across the US and Puerto Rico. BCU members enjoy access to financial services and well-being programming that inspire confidence through the brand promise “Here Today For Your Tomorrow”. Lifetime membership is offered to employees and families of America’s best workplaces and those living or working in Chicago-area communities. **To learn more about BCU, visit [BCU.org](http://bcu.org).**