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For more information

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Bay Credit Union Wins National Marketing Award

Panama City, FL (March 2022) – Bay Credit Union was recently honored with a national “Category’s Best” Diamond Award for their “Reduce. Refi. Relax.” auto loan campaign from the CUNA Marketing & Business Development Council.

The Diamond Awards recognize credit unions of all sizes for their excellent marketing initiatives from the previous year. Awards are given to recognize achievements in 35 categories ranging from product advertising to community events and beyond.



The “Reduce. Refi. Relax.” auto loan campaign received the highest recognition in the complete campaign category.

“After several years without any loan promotions, it was important to remind our members that Bay CU is a top-choice lender in our market,” said Mike Akers, CEO, “while also generating awareness for our fast and efficient online loan process.”

The campaign was structured to incentivize members to take advantage of the 24/7 online loan platform. The credit union offered

a discount on the applicant’s current interest rate when they refinanced their auto loan with an additional discount when the application was completed online. This appealed to payment-conscious members who had purchased vehicles with a higher rate at buy-here-pay-here lots.

View all of the 2022 Diamond Award winners [here](#).

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About Bay Credit Union

Bay Credit Union was established in 1952 and is a community chartered credit union. The credit union's mission is to provide the best possible financial and depository services to meet our members' needs, promote growth and stability, and enhance our community. Anyone who lives or works in Bay, Gulf, Jackson, Walton, or Washington counties is eligible for membership.

About CUNA

Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America's credit unions, which are owned by 115 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth, and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit cuna.org.

About CUNA Councils

CUNA Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas, and innovation to foster professional development for our members while advocating for the overall success of the credit union movement. There are seven CUNA Councils with a network of more than 7,300 credit union professionals. For more information, visit cunacouncils.org.