



P.O. Box 1236
Portland, ME 04104
www.synergentcorp.com

MEDIA RELEASE

For Immediate Release
July 20, 2021

For More Information

Contact: Jen Burke
Corporate Communications & Public Affairs Manager
207-773-5671, Ext. 295
jburke@synergentcorp.com

Synergent Earns Distinct Awards Recognition for Creative Marketing Excellence *Earns Eight 2021 MAC Awards*

(WESTBROOK, ME) - Synergent is pleased to announce it has received eight [Marketing Association of Credit Unions \(MAC\) Awards](#)—a new record for Synergent—for marketing campaigns with the following credit unions: [Bayer Heritage FCU](#), [Dirigo FCU](#), [Endurance FCU](#), [Mississippi FCU](#), [New Dimensions FCU](#), [OTIS FCU](#), [Palisades CU](#), and [Sebasticook Valley FCU](#). MAC Awards are presented annually to celebrate the outstanding contributions credit union marketers make to the industry in a variety of award categories. All entries are judged based on creativity, planning, execution, and market distinction.

"It is always thrilling to see collaborative work recognized, but the honor for our team is in providing guidance that helps credit unions reach their goals," said Doug MacDonald, Vice President of Synergent Marketing Services. "We have the distinct privilege of working with a phenomenal credit union network that always puts members first. That is why our results-driven, award-winning marketing campaigns are so important. We are proud to play a role in driving credit union success and helping improve the financial lives of members for the greater good."

Synergent earned three **Gold Awards** for its market segment program with Mississippi FCU, an image enhancement/public relations campaign with New Dimensions FCU, and an annual report with OTIS FCU. Two **Silver Awards** were presented to Synergent for its [image enhancement/public relations campaign with Endurance FCU](#) and for its [market segment program with Sebasticook Valley FCU](#). Synergent also received three **Bronze Awards** for its comprehensive campaign with Bayer Heritage FCU, an annual report with Dirigo FCU, and its [market segment program with Palisades CU](#).

"Sixty-four credit unions were recognized for exceptional marketing achievements in a year that was anything but ordinary," added MacDonald. "The entire organization at Synergent is truly humbled to have assisted credit unions capture eight distinctions for their efforts."

Since 2019, Synergent has received 15 MAC Awards in a variety of categories. Click [here](#) to learn more about this year's award-winning campaigns.

###

About Synergent

Founded by credit unions in 1971, Synergent is a managed services provider that offers state-of-the-art and innovative core processing, in-demand payments, technology, and marketing services to credit unions across the United States. As a service-driven and cost-effective host of Symitar's Episys® core processing, Synergent provides credit unions with the products and services they need to succeed. No matter what the product, our clients can count on Synergent to choose it, install it, integrate it, and help credit unions get the most out of it so they can focus on providing the best service experience possible to their members. For more information on Synergent, please visit www.synergentcorp.com, or call 800-341-0180.