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## **MEDIA RELEASE**

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## **Synergent Takes Home Three CUNA Diamond Awards for Marketing Excellence** *Honor includes a “Category’s Best” distinction*

**(WESTBROOK, ME)** – Synergent is pleased to announce it has been honored with three CUNA Marketing & Business Development Council Diamond Awards for campaigns completed in collaboration with credit unions it serves. The awards were presented at the CUNA Marketing & Business Development Conference on March 28 in Orlando, Florida. At the awards ceremony, Synergent also was recognized with a *Category’s Best* distinction in **Segmented Marketing**.

“Our Synergent team is thrilled to be honored again this year in support of three of our credit union partners with prestigious Diamond Awards,” said Doug MacDonald, Vice President of Synergent Marketing Services. “We want to extend our congratulations to all of this year’s winners, and especially to **Casco FCU, Bangor FCU, and Franklin-Somerset FCU**. We are proud they put their trust in Synergent to assist, guide, and execute these award-winning comprehensive, segmented marketing campaigns. While each effort was unique, all produced meaningful results for the credit unions and the members we serve.”

The Diamond Awards recognize outstanding marketing and business development achievements in the credit union industry. Each year, both leagues and credit unions from across the country submit numerous campaigns and initiatives for a chance at being selected for one of these prestigious industry awards.

“On top of these honors, we are delighted that Franklin-Somerset FCU’s auto loan campaign earned a *Category’s Best* distinction,” added MacDonald. “This initiative delivered big savings for members, and now the credit union has a special Diamond Award in recognition of their hard work.”

Since 2018, Synergent has received 20 Diamond Awards for work it has completed in a variety of categories including segmented marketing, annual reports, onboarding, brand awareness, and membership marketing. To learn more about these 2023 Diamond Award-winning campaigns, visit **[Synergent’s website](#)**.

## **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. As a service-driven and cost-effective host of Jack Henry™ Symitar® 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](http://www.synergentcorp.com) or call 800-341-0180.