



## FOR IMMEDIATE RELEASE

### For more information

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## Spectra Credit Union Wins Six National Marketing Awards

Alexandria, VA (April 2023) – Spectra Credit Union was recently honored with six national Diamond Awards from the CUNA Marketing & Business Development Council. The Diamond Awards recognize credit unions of all sizes for excellence in marketing initiatives from the previous year. Awards are given in 35 categories ranging from product advertising to community events and beyond.

Spectra earned Diamonds for the following projects:

- Hispanic Marketing & Outreach
- “Earning Options for Everyone” CD Promotion
- “It’s time for some R&RV” RV Campaign
- “Swipe, Click, Tap, Ding!” Brand Awareness Campaign
- “We Work Around You” Business Services Launch
- 2021 Annual Report Design



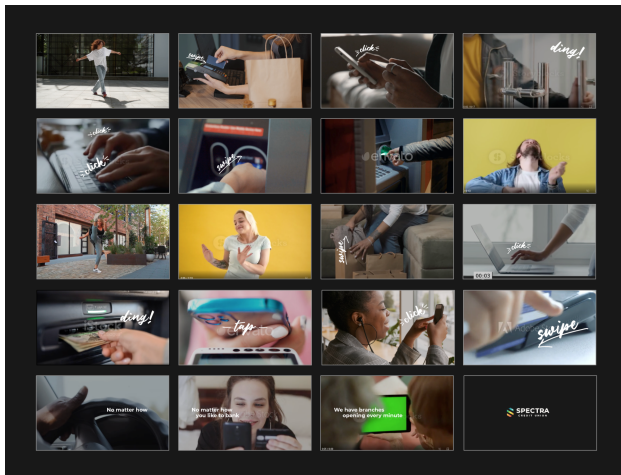
The **Hispanic Marketing & Outreach** campaign received a “Category’s Best” Diamond Award in the Brand Awareness category. Spectra Credit Union is committed to providing services for the underbanked and/or disenfranchised and this inclusive message specifically resonates with the large Spanish-speaking population in the market.



The **Earning Options for Everyone** CD campaign received a Diamond Award for the Complete Campaign category. This campaign offered members high rates for long-term and short-term certificates of deposit.



The **It's Time for Some R&RV** campaign also received a Diamond Award for the Complete Campaign category. The campaign, speaks to how we all need "rest and relaxation" in the summer. Nothing makes it easier to get R&RV than vacationing in a comfy RV under the stars, and no one makes getting an RV loan easier than Spectra!



Spectra's **Swipe, Click, Tap, Ding** campaign received a Diamond Award in the Brand Awareness category. This campaign emphasized how Spectra is like an online bank but with branches - offering cutting-edge technology and welcoming members no matter how they like to bank.



The **We Work Around You** campaign received a Category's Best Award for the Membership Marketing category. This campaign message let members know that while lenders can't physically be at a business owner's kitchen table late at night, the Spectra website can! The Spectra lending platform empowers business owners to apply when and where they want and reduces the application and processing time by up to 23 ½ hours.



Spectra's **Annual Report** received a Diamond Award in the Annual Report category. The interactive online report provided Spectra's annual financial data to members while showcasing the vibrant, new color scheme and welcoming brand message.

"We're honored to receive this national recognition for our efforts in member education and service," said Kristin Shultz, CEO. "These awards help validate that our new brand is strong, and we're on the right track for the future."

View all of the 2023 Diamond Award winners [here](#).

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### **About Spectra Credit Union**

Founded in 1946 to serve the Naval Research Lab, Spectra Credit Union is a \$550-million financial institution serving more than 24,000 members. Membership is open to employees of the Naval Research Laboratory and their immediate family members, employees of more than 90 Select Employer Groups and their immediate family members, members of the American Consumer Council (ACC), and family members of current members in good standing. For more information, visit [spectracu.com](http://spectracu.com).

### **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](http://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](http://cunacouncils.org).