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Trax Credit Union Wins Three National Marketing Awards

Tampa, FL (April 2023) – Trax Credit Union was recently honored with three national Diamond Awards 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.

Trax won awards for the following projects:

- **“Just Go”** Brand Awareness Campaign
- **Check Off your Goals** Credit Card Balance Transfer Promotion
- **“Home Appreciation Celebration”** Home Equity Promotion



The credit union's **Just Go** campaign received a Diamond Award in the Brand Awareness category. This auto campaign focused on working with members side-by-side throughout their financial journey - both physically into the vehicle they want and financially where they plan to be.



The **CHECK OFF Your Goals** campaign received a “Category’s Best” Diamond Award in the Complete Campaign category. This campaign offered a low-rate credit card balance transfer opportunity to help members resolve to get financially fit in the new year.



The **Home Appreciation Celebration** campaign received a Diamond Award for the Complete Campaign category. This campaign educated members about rising house values and promoted home equity loans.

“Trax is dedicated to helping members reach their full potential. Marketing initiatives play a vital role in getting the right information - to the right member - at the right time. The Trax team appreciates the recognition from industry peers as we help even more members *Make the Journey Count.*” - said, Jessica Stevenson, SVP of Marketing.

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

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About Trax Credit Union

Established in 1935, Trax Credit Union is a not-for-profit financial cooperative with more than \$480 million in assets and nine branches located throughout Hillsborough, Polk, and Pasco Counties. Trax is headquartered in Tampa, Florida, and serves more than 44,000 members. For more information on Trax, visit www.TraxCU.com for more information.

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.