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## **MEDIA RELEASE**

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## **Synergent Recognized with Five 2023 MAC Award Wins**

**(WESTBROOK, ME)** - Synergent® is pleased to announce it has received five [Marketing Association of Credit Unions \(MAC\)](#) Awards for creative marketing campaigns developed for the following credit unions: [Bayer Heritage FCU](#), [Franklin-Somerset FCU](#), [Gardiner FCU](#), [Meridia Community CU](#), and [Oxford FCU](#).

MAC Awards are presented annually to celebrate the outstanding work marketers do to help credit unions thrive and serve their members. Entries are judged in a variety of award categories based on creativity, planning, execution, and market distinction.

"These award-winning campaigns were a true collaboration between Synergent and each of the credit unions," said Doug MacDonald, Vice President of Synergent Marketing Services.

"These creative campaigns helped members and provided a powerful return on investment to the credit unions. Winning an award for each of these campaigns is just an added bonus; Synergent and the credit unions already had achieved their goals through the services provided to members as a result of these communications."

Synergent earned the following awards in conjunction with our partner credit unions:

### **Market Segment Program Category**

- Oxford FCU - Auto and Recreational Loan Campaign - Gold
- Meridia Community CU - Auto & Personal Loan Campaign - Silver
- Franklin-Somerset FCU - Auto Loan Campaign - Bronze

### **Image Enhancement/Public Relations Category**

- Bayer Heritage FCU - Reboarding Campaign - Bronze
- Gardiner FCU - Digital Banking Conversion Campaign - Bronze

"We are delighted to share these awards with the credit unions we work with each day, and we congratulate all of the 2023 MAC award winners who each help make the credit union difference," added MacDonald.

Since 2019, Synergent has received 26 MAC Awards in a variety of categories.

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### **About Synergent®**

Founded by credit unions in 1971, Synergent® is a managed services provider that offers state-of-the-art and innovative core processing, along with 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 is, 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.