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Capital Credit Union Receives Awards for Outstanding Marketing, Business Development Achievements

BISMARCK, ND – Capital Credit Union was recently honored with three Diamond Awards, which recognize outstanding marketing and business development achievements in the credit union industry.

The awards were presented by the CUNA Marketing & Business Development Council, a national network comprised of over 1,300 credit union marketing and business development professionals. Awards are given in each of 36 categories ranging from advertising to community events and beyond.

Capital Credit Union received awards in the following categories:

- **Logos.** In 2017, Capital Credit Union, made the decision to undergo a full brand and logo transformation to position themselves for growth and relevance among a young, savvy demographic. The logo plays off the credit union's new brand focus, "Invested in Growth," with a mark resembling leaves which tie to growth and the agricultural significance in the community.
- **Video (Non-Commercial) – Single.** To generate excitement for the rollout of Capital Credit Union's new logo and brand, an internal brand video was created, which encompasses the new tone and feel of the brand through visual storytelling. The video is used as an internal training and recruitment tool for credit union employees.
- **Plastic Access Card Design.** Capital Credit Union's recent brand transformation included a redesign of the debit card, which incorporates the credit union's new look and feel.

"We are proud of the efforts of our marketing team this past year in offering a complete rebrand that better reflects the mission, vision and values of our credit union," said Capital Credit Union Vice President of Marketing Jillian Lagasse. "Our new brand truly embodies our brand promise to empower member success through financial education, and we look forward to continuing to incorporate it through our marketing, advertising and events."

Award winners were recognized at the council's 26th annual conference held March 20-23 in Las Vegas. For more information on the Diamond Awards or to view the entire list of winners, go to <http://www.cunacouncils.org/events-recognition/mbd-awards>.

About Capital Credit Union

Capital Credit Union, originally chartered in North Dakota in 1936, is a not-for-profit financial cooperative owned by each of its more than 30,000 members and overseen by a member-elected board of directors. Capital Credit Union returns profits to each member through fewer and lower fees, lower loan interest rates and higher savings interest rates. Savings, checking, loan, credit/debit card, and many other financial services and education are offered by Capital Credit Union to member individuals, businesses and other organizations located within a 75-mile radius of Bismarck, Hazen or Fargo, or a 50-mile radius of Beulah or New Salem.

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