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Fox Communities Credit Union wins Diamond Award

Fox Communities Credit Union was recently honored with a Diamond Award which recognizes outstanding marketing and business development achievements in the credit union industry.

The award was presented by the Credit Union National Association (CUNA) Marketing and Business Development Council, a national network comprised of nearly 1,000 credit union marketing and business development professionals. Awards are given in each of 33 categories ranging from advertising to community events and beyond.

Fox Communities Credit Union won the Best Brand Awareness category for its entry of three TV ads. Each of the three ads showcases real-life members and credit union staff. The ads are general advertisements about the credit union's image, auto loans and personalized home loans. The marketing team at Fox worked with the creative & production teams at Ark Media Group, Menasha, to come up with the concept and to produce the ads.

"The Diamond Award competition is the most prestigious competition for excellence in marketing and business development in the credit union industry," said Sean McDonald, Chair of the CUNA Marketing & Business Development Council, "Credit unions that receive these awards should be extremely proud of their accomplishments and know that their work represents the very best examples of creativity, innovation, relevance, and execution. The Diamond Awards are not easily earned and the CUNA Marketing & Business Development Council is proud to honor those who are deserving of this recognition."

Award winners were recognized at the 19th annual conference held March 7-10 in New Orleans, LA. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunamarketingcouncil.org. For more information about Fox Communities Credit Union visit www.foxcu.org