



Shaunavon Credit Union Finalist for the Marketing Award

Shaunavon Credit Union has been serving Shaunavon and area since 1944, and currently operates branches in Shaunavon, Admiral and Bracken. In 2009, amid a declining prime rate and revenue streams, Shaunavon Credit Union launched an aggressive RRSP Campaign that included both direct and mass marketing initiatives. Letters were sent to individual members, and personal phone calls were made to those with maturing RRSPs.

During this campaign Shaunavon Credit Union also engaged in more traditional marketing activities like radio and print advertising, in branch and on their website. The marketing plan and creative were conceived, designed and developed in-house.

Shaunavon Credit Union engages in various marketing initiatives throughout the year. For 4 consecutive years, Shaunavon Credit Union has been recognized with Achievement in Marketing Awards (AIM) from the Marketing Association for Credit Unions.

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The 26th annual ABEX Awards Dinner will be hosted by the Saskatchewan Chamber of Commerce on October 24, 2009. Visit www.saskchamber.com or call 306-352-2671 for more information.

