



2022 Achievement in Marketing Excellence (AIME) Awards



Submit your entries by **March 11, 2022**



Call for Entries

All Credit Unions, Centrals and Suppliers to the industry are welcome to participate!

Entry Deadline: March 11, 2022

Winners will be announced during the AIME Gala Celebration held virtually on April 21, 2022.

To enter, visit <http://aime.secure-platform.com/a>

*Please note, the submission site will be open January 3rd, 2022 to begin accepting submissions.

About the Awards

The Achievement in Marketing Excellence (AIME) Awards celebrates the year's best marketing and communications campaigns created by credit unions, and suppliers to the industry. The awards were created 30 years ago to raise awareness and exposure of the outstanding work being done in the industry.

Credit unions and suppliers to the industry may submit to enter the awards. Membership is not required.

The deadline for submissions is **March 11, 2022**.

Winners will be announced at the AIME Awards Virtual Celebration which will take place on April 21, 2022.

Divisions & Categories

Credit unions are judged on asset size:

Peer Group 1 >\$3 Billion

Peer Group 2 \$650 million – \$3 Billion

Peer Group 3 < \$650 million

Centrals, suppliers are judged on marketing budget:

Division A - annual marketing budget >\$2 million

Division B - annual marketing budget < \$2 million

Categories:

1. Excellence in integrated consumer marketing
2. Excellence in brand awareness
3. Excellence in content marketing
4. Excellence in public relations
5. Excellence in digital marketing
6. Excellence in direct marketing
7. Excellence in event marketing
8. Excellence in product launch marketing
9. Excellence in loyalty marketing
10. Excellence in outdoor/indoor marketing

11. Excellence in social media
12. Excellence in TV/video
13. Excellence in \$3,000 shoe-string
14. Excellence in radio

Entrants are welcome to submit multiple entries within a category or across multiple categories.

Judging Criteria

With the changes to the categories also comes changes to the judging criteria – to make it consistent across the board. Each entry is judged against the other entries in its category and division and evaluated as follows:

1. Problem (20%)
2. Solution (30%)
3. Delivery (30%)
4. Performance (20%)

CCUA reserves the right to withhold an award in any category should entries not meet the criteria.

The judges are marketing and advertising professionals from a variety of backgrounds.

All decisions are final.

Entry Information

The creative submitted must have been utilized during the period from January 2021 to December 2021. Please note we only accept digital submissions.

To assist with the application process, please see the checklist of required documentation below:

- ☐ Online application and entry form: Visit the online application here <http://aime.secure-platform.com/a> (see entry form example on pg. 6)
- ☐ Hero image: Create a “hero image” to go along with your submission, designed horizontally and submitted in PDF (maximum size of 7MB). This will be used to display your creative should your entry win. Examples of hero images are contained later in this document.
- ☐ Digital board: Create a “digital board” with a collage of images that best represent your campaign. This will be used by the judges to review the creative portion of your entry. You may also submit additional files that represent the campaign. Examples are included at the bottom of this document.

Deadline

The submission deadline is **March 11, 2022**

Eligibility and Requirements

To review requirements and rules around entering please visit <https://aime.secure-platform.com/a/page/Eligibility>

Fees

An entry fee of \$160 per submission (plus 13% HST) is required for each individual campaign entered.

You may pay online by credit card or cheque. Please note: once an entry has been submitted and payment processed, no refunds shall be issued.

If paying by cheque, please mail a cheque made payable to the **Canadian Credit Union Association** with your entry ID number and Invoice number clearly marked on the cheque and mail to the attention of:

CCUA
20 Queen Street West, Suite 2301A
Toronto, ON M5H 3R4

How to Submit

Please complete the following steps:

1. Review the call for entries.
2. Visit <http://aime.secure-platform.com/a>
3. Click on “ENTER TODAY”

The screenshot shows the homepage of the 2022 Achievement in Marketing Excellence (AIME) Awards. The header features the AIME Awards logo and the text "2022 Achievement in Marketing Excellence (AIME) Awards". Below this, it says "Submit your entries by March 11, 2022". The navigation bar includes links for HOME, MY ACCOUNT, CATEGORIES, ELIGIBILITY AND REQUIREMENTS, AWARDS, JUDGING, and FAQ. The main content area is divided into two sections. On the left, there is a login section titled "Login to Complete an Entry or to Access Judging Panel" with fields for Email Address and Password, a "remember me" checkbox, and a "Login" button. On the right, there is a section titled "Celebrate the success of Canadian Credit Unions" with a welcome message and a link to the "2021 Call for Entries". A "Enter Today" button is also present.

3. Enter the email address you’d like associated with your account, or login using the one you had used in previous years.

The screenshot shows the "Login or Create an Account" form. It is divided into two columns. The left column is for login, with fields for Email Address and Password, a "remember me" checkbox, and a "Login" button. The right column is for creating a new account, with fields for Email Address, First Name, Last Name, and Primary Address (Street Address).

4. Complete the login by creating a password for your account. *Note* you cannot have multiple logins for your account so if you wish to collaborate with your team you will have to share your password.

State / Province

Zip / Postal Code

Phone # *

Create a Password *

Retype Password *

5. Complete the entry form.

6. Don't forget to upload any files necessary for judging ie: multimedia files for radio and TV, your digital presentation board.

7. Once complete click on "Add to Cart" you can choose to submit and pay for each entry separately or you can "Make Another Submission"

Welcome rachel Cleland

- [Home](#)
- [My Applications](#)
- [In Cart \(1\)](#)
- [My Profile](#)
- [Change Password](#)
- [Log Out](#)

Review and Checkout

Title	Cost	Details	#	Action
tkjklkj	CAD\$150.00	Entry Fee	013	Remove Make Changes
Coupon:	CAD\$19.50	13% Tax (HST)		

Total: CAD\$169.50

8. You can save your entry at any time and come back to it later. It will not be complete and considered submitted until you have added it to your cart.

9. You can pay via cheque or via credit card. Once you fill in your payment information (for payment via credit card) and submit your entry you can no longer make changes to it.

10. You will receive a confirmation email with your completed entry information.

11. You can add entries up until March 11, 2022 28, 2020. CCUA will be in touch with you by March 29 only if your entry was selected to win an award. We will not disclose which entry won (if multiple entries were submitted).

Entry Form Example

PROBLEM (20%) (MAX 300 WORDS)

The judges will be looking for:

- The market situation that you found your brand in
- A clear description of the business/brand/consumer challenge that marketing was being asked to address
- Any key statistics which help illustrate the scale of this challenge in more detail

Recommended information to submit:

- Start date
- End date
- Key objectives
- Target audience
- Budget

SOLUTION (30%) (MAX 300 WORDS)

The judges will be looking for:

- A clear rationale of why integrated marketing was chosen to help address the marketing problem
- The core insight on which you focused your thinking
- An outline of your marketing tools and media channel strategy
- How these were developed to be both distinctive and impactful

Recommended information to submit:

- Media channels used
- Core strategic thought
- Creative expression
- Creative/media rationale

DELIVERY (30%) (MAX 300 WORDS)

The judges will be looking for:

- An overview of how your marketing tools and media channel strategy was implemented
- The different tactics/elements used within the campaign
- The roles of these different tactics/elements

PERFORMANCE (20%) (MAX 300 WORDS)

The judges will be looking for:

- Clear evidence/metrics demonstrating the performance of the marketing campaign

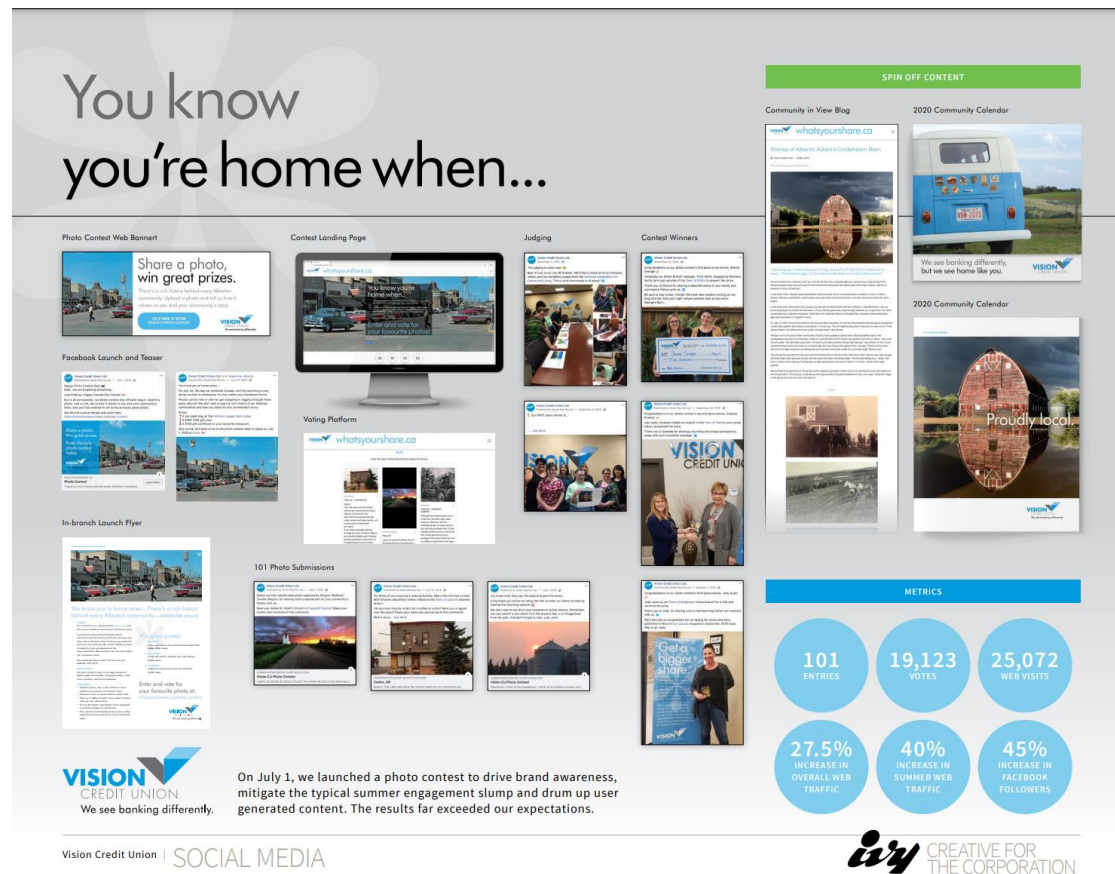
- How this addressed the marketing problem you faced
- A clear rationale as to why you believe this qualifies for an AIME award

Questions?

For further information, please contact nationalawareness@ccua.com

Display board examples

The follow pages contain two sample “display boards” that were submitted by credit unions during a previous awards competition.



THE NEXT STEP Careers & Options

Excellence in Public Relations
AWCCU Financial | Peer Division 3
Event Date | June 26 & July 24 two sessions per day 11am and 5pm
BUDGET | \$450

Summary
Offered Next Step career sessions to displaced GM employees and employees of the impacted feeder plants.

Results
Our biggest results here came from the feedback from participants. One female line worker from GM left the Next Step Careers session with a huge smile on her face.

THE NEXT Jun26 & Jul24



NEXT STEP CAREERS

5 PM

AWCCU has partnered with job recruiters and industry experts to provide one-on-one resume development, interview techniques and second career options to GM and GM affiliated employees. You can also sign-up to sit down with an HR professional for a 30 minute session.

NAVIGATING YOUR OPTIONS

11 AM

Workshops providing information on navigating through the options provided by GM for severance and pension. Join us for an hour with financial advisors, lawyers, and accountants to ask questions about what's next.

cmason@awccu.com | 905 728 3400 | 322 King St West

STEP

Hero Image examples

The images are the corresponding “hero images” that were submitted with the entries above.

