



P.O. Box 1236
Portland, ME 04104
www.synergentcorp.com

MEDIA RELEASE

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For More Information

Contact: Sarah Farwell
Director of Marketing
207-773-5671, Ext. 245

Synergent and Partner Credit Unions Honored with Five 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](#), [Capital Area FCU](#), [Casco FCU](#), [Homefield CU](#), and [PeoplesChoice CU](#).

MAC Awards are presented annually to celebrate the outstanding contributions credit union marketers make to the *People Helping People* industry in a variety of award categories. All entries are judged based on creativity, planning, execution, and market distinction.

"We are incredibly proud of the cooperative and joint efforts in winning five MAC Awards this year!" said Doug MacDonald, Vice President of Synergent Marketing Services. "These award-winning campaigns were a seamless collaboration between Synergent and our credit union partners. Each creative, data-driven, strategic campaign delivered real value to credit union members and generated a powerful return on investment to our credit unions. Winning these awards is a tremendous honor, but the greatest success is the positive impact on all our partner credit union memberships through these efforts."

Synergent earned the following MAC Awards in conjunction with its partner credit unions, all in the Image Enhancement/Public Relations category:

- Bayer Heritage FCU - Onboarding Campaign - Gold
- Casco FCU - Spring Credit Card Campaign - Gold
- PeoplesChoice FCU - Onboarding Campaign - Gold
- Homefield CU - Digital Banking Conversion Campaign - Silver
- Capital Area FCU - Onboarding Campaign - Bronze

"We congratulate all of this year's award winners who each make a difference in their credit union communities each and every day," added MacDonald.

Since 2019, Synergent has received 31 MAC Awards and over 52 nationally recognized awards over a variety of categories. A list of all winners since 2019 can be found at synergentcorp.com.

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About the Marketing Association of Credit Unions

The Marketing Association of Credit Unions (MAC) was created in 1986 by Marketers for Marketers and is dedicated to supporting and advancing the marketing and communications efforts of credit unions. Through educational programs, networking opportunities, and recognition of excellence, MAC strives to enhance the effectiveness of its members and promote the credit union difference. For more information about MAC and the annual awards, please visit [Marketing Association of Credit Unions](#).

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, 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 or call 800-341-0180.