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BluCurrent Receives National Communications Award

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BluCurrent Credit Union (Springfield) was recently selected as a winner of the 2014 Clarion Awards competition by the Association for Women in Communications, honoring outstanding work in clear, concise communications.

Clarion Awards are highly sought after by both men and women in the communications field. Starting in 1972, the Clarions honor outstanding work in over 100 communication disciplines. Over 250 entries were received, with entrants ranging from large media companies to nonprofits.

BluCurrent received its award in the Advertising and Marketing - Direct Mail Campaign category for its BluCurrent investment postcards and stuffers. These pieces were mailed to a select group of current credit union members who were identified as having the potential to benefit from the BluCurrent Investment Center's services.

Jacqueline Post and Jenny Reynolds, who make up BluCurrent's marketing team, were responsible for the design of the winning pieces.

"When we added the Investment Center, we knew there was great potential to help current members plan their financial future," says Post. "This is a free service to our members, so the ultimate goal was to design a targeted piece to get the people who could benefit most through our doors."

BluCurrent's entry, along with the other winners from the 2014 awards, are featured on the Association for Women in Communication's [website](#). Winners will also be recognized at the 2015 AWC Annual Meeting.

Photos: Top - Jacqueline Post; Bottom - Jenny Reynolds.



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