

NEWS

For Immediate Release

Cooperative 
Credit Union Association

Creating Cooperative Power

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CCUA Engages the Michael Walters Agency to Refresh its Corporate Branding and Communications

December 1, 2022 (MARLBOROUGH, MASS.)—The Cooperative Credit Union Association (CCUA) inked an agreement recently with Michael Walters Advertising (MWA), which will see the Chicago-based advertising firm create and develop a new name and brand design for *New England Credit Union Services*, the for-profit arm of CCUA. In addition, MWA will also review and refresh CCUA’s current corporate brand image, its website (ccua.org) and its various assortment of communication channels, aiming to create a dynamic and consistent branding style and appeal across multiple delivery platforms.

“Today we’ve begun the task of elevating CCUA’s look and communication abilities, taking them to a whole new level of prominence and visibility,” announced CCUA Chief Communications Officer Walt Laskos. “To accomplish this feat, we’re partnering with Michael Walters Advertising, a familiar face within the credit union system. MWA already holds an impressive track record of working successfully with multiple credit unions and associations to refresh and reinvigorate their corporate image, enhance their communication abilities, and elevate their public visibility within the markets they serve. All of us at CCUA look forward to the excitement and appeal that will result from the touch of their creative hands.”

Expressing his excitement about the creative opportunity to influence and impact the look of CCUA, Jim Lake, MWA Vice President/Managing Partner said, “Our team deeply believes in the credit union mission and is honored to have been chosen by the CCUA for this project and for the ongoing partnership. We’re looking forward to showcasing the great talent, knowledge and leadership within the CCUA well beyond the four states that the Association serves.”

Completion of the project is targeted for early 2024.

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ABOUT MICHAEL WALTERS ADVERTISING

Michael Walters Advertising is a full-service advertising agency that has partnered with many of the world's premier brand names to deliver custom marketing strategy and solutions to their clients including: Chicago Cubs, Morton's The Steakhouse, Blue Cross Blue Shield of Montana, Paul Mitchell Schools, Hunter Douglas, as well as, higher education and financial industry leaders. MWA specializes in marketing strategy, brand development and management, digital marketing, social media, direct marketing and media planning and placement. For more information, visit www.mwachicago.com.

ABOUT THE COOPERATIVE CREDIT UNION ASSOCIATION

The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 180-member credit unions located in the States of Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA member credit unions hold combined assets in excess of \$73 billion and serve a collective membership base of more than 4.7 million consumers. Last year, CCUA credit unions provided more than \$500 million in direct financial benefits to their members and had a combined financial impact on their states surpassing \$5 billion. For more information, visit www.CCUA.org

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