FOR IMMEDIATE RELEASE
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LAFCU earns national marketing award for YOU DO YOU campaign

Credit union recognized for creative approach to financial advertising that celebrates individuality

LANSING, Mich. — LAFCU has earned national recognition for its YOU DO YOU digital advertising campaign, which breaks from traditional financial advertising to celebrate individuality and encourage consumers to pursue their financial goals on their own terms.



Alicea Heady, digital and graphic designer at LAFCU, displays the national Marketing Association of Credit Unions (MAC) Award recognizing the credit union's YOU DO YOU digital advertising campaign. Heady attended the awards ceremony in Scottsdale, Arizona.

The campaign received a bronze award in the digital advertising category of the 2026 Marketing Association of Credit Unions (MAC) Awards, a national competition recognizing excellence in credit union marketing.

Rather than leading with interest rates or financial products, YOU DO YOU puts people at the center of the message, recognizing that everyone's financial journey is different. The upbeat, music-driven campaign features relatable characters and bold visuals across video, social media, digital billboards and other digital platforms.

Developed in collaboration with Harvest Creative, the campaign was designed to extend beyond a single commercial, using a consistent, recognizable creative approach that can be adapted across multiple financial products and digital platforms.

“We wanted to create something that felt different from traditional financial advertising — something that celebrated people rather than products,” said Kellie Swiger, LAFCU head of creative. “YOU DO YOU reflects our belief that financial success isn't one-size-fits-all. It's about connecting with people as individuals and showing that LAFCU supports the goals that matter to them. Having that creativity recognized nationally is especially rewarding.”

The MAC Awards honor outstanding creativity, strategy and effectiveness in credit union marketing nationwide. The 2026 awards were presented Sept. 17 in Scottsdale, Arizona.

View the YOU DO YOU campaign video here.

About LAFCU

Founded in 1936, LAFCU (pronounced Laugh-Q) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves nearly 73,000 members and holds more than $1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. A recipient of the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission and award-winning financial literacy programs for all ages. Named one of the nation's Best Credit Unions to Work For four times, LAFCU has also earned multiple honors as a Best Place to Work for Women and an Inclusive Workplace, along with global recognition for its diversity, equity and inclusion initiatives. Learn more at www.lafcu.com.

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