



LEMMONTREE
MARKETING GROUP

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**Bright Spot in the Gloomy Economy - Outstanding Brand Image Earns
Award for Credit Union**

11/09/09 Tempe, AZ – In a down economy, celebrating the winning of an award is uplifting for client Oak Trust Credit Union (oaktrust.com) of Oakbrook, Illinois, and LemmonTree Marketing Group (LemmonTree.com). The design of the corporate brand for Oak Trust by the agency was recognized with the Gold Winner Award in the Corporate Branding category in the 2009 MarCom Awards of the Association of Marketing & Communication Professionals (www.amcpros.com).

“The financial industry has had a rough time in the last two years, so we were happy to hear that our work for Oak Trust had won ‘Gold,’” said Nicolette Lemmon, President, LemmonTree Marketing Group.

The MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand creative professionals. The goal of the MarCom Awards is to identify and recognize outstanding achievement by marketing and communication professionals such as the Gold Winner Award, which is awarded to projects that exceed industry standards.

As a result of a Strategic Marketing Audit completed by LemmonTree Marketing Group in 2008, Oak Trust turned to LemmonTree to create a consistent brand image. LemmonTree developed the design elements for a consistent brand image across multiple marketing channels such as online, advertising, e-marketing, direct mail and other collateral.

LemmonTree Marketing Group, a division of LemmonTree Enterprises, Inc., provides marketing, market research and data-mining consulting to financial institutions nationwide. Located in Tempe, the marketing consulting firm is celebrating its 25th anniversary and can be reached at 888.536.6243.

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Fact Sheet - LemmonTree Enterprises, Inc.

- **LemmonTree Marketing Group**, a division of LemmonTree Enterprises, Inc., has provided marketing, management, and market research consulting to credit unions nationwide since 1984. Located at 3010 South Priest Drive, Suite 103, Tempe, AZ, 85282. For information: www.lemmontree.com or 888.536.6243.
- **Lemmon Publishing Group** was created in 1996 to publish books, training videos, manuals, and offer other products. While several are for the credit union market, products are also available for personal and small business marketing online at www.lemmontree.com. The newest book that was recently introduced was Successful Marketing Strategies, A Credit Union Manual with a CD tool. For information: www.lemmontree.com or 888.536.6243.
- **Credit Union Marketing University** was established in 2003 with two tracks of academically-based training. The week-long course is offered twice a year, February and September, to credit union marketing and management executives interested in building more strategic marketing plans and improving marketing return on investment. Graduates earn continuing education units from Arizona State University, Tempe, Arizona. For more information: www.cumarketinguniversity.com or 888.536.6243.
- **LemmonTree Enterprises, Inc.** is celebrating 25 years in business having started in March, 1984.
- **Recognized Work:**

These pieces can be viewed online at: http://www.lemmontree.com/PDF/Oak_Trust_Success_Story.pdf

