

# KASASA

## Kasasa® Wins 12<sup>th</sup> MarCom Award

*FinTech company recognized for marketing excellence for fourth consecutive year*

**AUSTIN, TEXAS – Nov. 1, 2016** – Kasasa®, formerly BancVue®, a financial technology and marketing services company that provides Kasasa-branded retail banking products and services, has received its twelfth MarCom award, demonstrating the company's continued excellence in marketing.

Kasasa received a Gold MarCom Award for its 2016 Kasasa Protectmarketing campaign, which promoted its premium identity fraud protection and restoration service. The company also received an honorable mention for its Share Kasasa™ refer-a-friend technology.

The MarCom Awards recognize individuals and companies involved in the creation of the concept, writing, design, audio, video or web materials for a marketing campaign. The competition is divided into over 280 categories in four major areas, which include print media, strategic communications, digital media, and audio and video. Kasasa was one of nearly 6,000 entries from 34 countries.

“Being recognized for a twelfth time by the Association of Marketing and Communication Professionals speaks volumes to our entire team’s dedication to creating compelling marketing strategies and campaigns,” said Keith Brannan, chief marketing officer at Kasasa. “Our goal is to help Kasasa financial institutions build and deepen relationships with their account holders, and the Kasasa Protect and Share Kasasa campaigns are perfect examples of how they can do so successfully.”

Kasasa’s campaigns included email marketing, social media and in-branch collateral. The campaigns were also co-branded with each community financial institution, and were designed to encourage account holders to interact with their community bank or credit union.

Kasasa previously received two MarCom Awards in 2015, four in 2014 and five in 2013 for numerous campaigns.

## **About Kasasa**

Kasasa® is the innovative leader in branded, community-powered banking products proven to drive profit and growth for community financial institutions. With unprecedented access to training, compliance, research, support resources and customized consulting, Kasasa's flagship suite provides a research-based strategy leveraging the power of a branded relationship platform. Kasasa is making community financial institutions the topic of conversation for happy consumers nationwide. For more information, please visit [www.kasasa.com](http://www.kasasa.com), or visit them on Twitter [@Kasasa](https://twitter.com/Kasasa), [Facebook](https://www.facebook.com/Kasasa), or [LinkedIn](https://www.linkedin.com/company/kasasa).

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## **Contacts**

Mary York Cox

678-781-7217

[mary@williammills.com](mailto:mary@williammills.com)