

KASASA®

Kasasa Wins Two Bronze Awards in 40th Annual Telly Awards

AUSTIN, Texas, July 29, 2019 – [Kasasa@](#), an award-winning financial technology and marketing provider, received two Bronze Telly Awards for its [Kasasa Loan@](#) and Take Back Banking initiatives.

Founded in 1979, the Telly Awards are the world’s largest honor for video and television content across all screens. Winners are determined by a group of over 200 leading video and television experts from some of the most prestigious companies in entertainment, publishing, advertising and emerging technology. This year, the Telly Awards received more than 12,000 entries from around the world.

Winners are selected for recognition based on excellence in the following areas: Branded Content, Commercials & Marketing, Non-Broadcast, Series / Shows / Segments and Social Video. Kasasa was awarded two Bronze Telly Awards for the Commercials category for its “Take Back Banking” and “The Only Loan with Take-Backs” submissions.

“Helping local financial institutions is the reason our team puts in countless hours to produce content that we believe in and are proud to share,” said Gabriel Krajicek, CEO of Kasasa. “Our mission is to equip community banks and credit unions with memorable marketing and the innovative products they need to compete for their rightful share of the market, even against the largest banks. We are honored to be recognized by the Telly Awards in our efforts.”

Kasasa empowers community banks and credit unions to give consumers back their financial freedom from the corporate megabanks. One way the company does this is by offering free checking accounts with cash rewards, identity protection and other financial products that help account holders win while also helping to keep money in the community, where it can do the most good. Kasasa portrayed these account offers in “[Bad Date](#)” and “[Simple Man](#).” The “Take Back Banking” videos were created by copywriter Chris McGillicuddy, associate creative director Matt Frederick and art director Nina Selzer.

The Kasasa Loan is the first and only loan with take-backs, allowing borrowers to get out of debt faster by paying ahead but still having access to those extra funds if needed. The mobile friendly dashboard gives consumers more control, visibility and flexibility through the life of the loan. Kasasa submitted “[The Spill](#),” “[Take Back Confidence](#)” and “[Love Those Take-Backs](#)” to depict how the Kasasa Loan accommodates consumers. “The Only Loan with Take-Backs” videos were created by copywriter Jaclyn Eickenhorst, associate creative director Matt Frederick and art director Nina Selzer.

View all the winners of the 40th Annual Telly Awards at www.tellyawards.com/winners.

About The Telly Awards

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5

continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multi-screen industry The Telly Awards celebrates. Partners of The Telly Awards include NAB, StudioDaily, Stash Magazine, Storyhunter, ProductionHub, VR/AR Association, The Wrap and Digiday.

About Kasasa

Based in Austin, Texas with 450 employees, Kasasa® is a financial technology and marketing provider committed to driving results for over 900 community financial institutions by attracting, engaging, and retaining consumers. Kasasa does this through branded retail products, world class marketing, and expert consulting. For more information, please visit www.kasasa.com, or visit them on [Twitter](#), [Facebook](#), or [LinkedIn](#).

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