



Alta Vista Credit Union Branding Thinkshop

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It all Starts with the Brand

- Brands must have a singular **purpose**_____.
- Cannot be **all** _____ things____ to **all**____ people_____.

What is a Brand?

- It is a name that provides ___**identity**_____, ___**purpose**_____, and ___**meaning**_____
- It ___**differentiates**_____ your company from competitors
- It acts as a shorthand _____**reminder**____ of *all* company attributes and marketing images_____
- Great brands provide an _____**emotional**_____connection -
- Essential to create the _____**hierarchy**_____ of benefits

Why Brand?

- Reflects a higher perceived value
- Builds loyalty
- Increases word-of-mouth advertising
- Commands premium prices
- Creates awareness

Brand Results

- Increase sales
- Increase profits
- Increase margins
- Increase share

Mascots

- Determine _do's_ and _don'ts_
- Strong personality _____traits_____ for mascots
 - _____warm_____
 - _____friendly_____
 - _____fuzzy_____
 - _____entertaining_____
- Provide _photo_ opportunities!
- They are *NEVER*:
 - _____scary_____
 - _____disgusting_____
 - _____body parts_____

Create The Experience

- Say goodbye to the ___transaction_____ and “hello” to the experience
- Think like your ___members/donors_____
- Treat the customer as _____king_____
- Every _____interaction_____ counts
- **Customer Service** is an opportunity for differentiation and loyalty
- Don't forget the **thank you**
- Location and _____value are top prospects' concerns

Translating the Brand

- Earn ___mindshare_____ that will translate into market share
- Must be employed ___consistently_____ throughout
- Goal is to achieve ___flawless recall_____
- _____Harness_____ the power of the phone

Music to Your Members' Ears

- ___Slow_____ tempo music causes your customers to linger
- ___Fast_____ music makes your customers move quickly IN and OUT
- ALL music has more of a positive effect on customers perception of the experience than ___NO__ music
- Shoppers over age 50 shop ___longer_____ and purchase _____more_____ with background music than no music
- Music must remain _____appropriate_____;
- Exploring _____zoning_____ the music

The Sounds

- Use on-hold messaging
- Look at the tone of the voice
- Voice mail acts are your 30-second radio commercial
- Create signature greetings

Sweet Smell of Branding

- Less than 2% of all communication is scent based
- Strongest tie to memories
- Opportunity for a signature scent
- Vanilla still remains man's favorite smell. In fact, all food smells rated positively by men

Color as a Branding Tool

- Color influences purchase decisions
- Blue works best in creating a relaxing, calming, and browsing mood
- Imitating natural light motivates consumers to buy more
- Orange, red, and pink - make us eat more and leave quicker
- Blue works best in creating a relaxing, calming, and browsing mood
- Blue remains the overwhelmingly liked color
- Pink universally disliked by males

The Ooops Factor!

- It's not a matter of ____if_____, it's a matter of ____when_____
- Have a _____plan B_____
- Be ready to move quickly
- Have _____offers_____on hand

Premiums

- Must _be relevant_____to your brand
- Not just for ____humans_____
- _____Cheap_____works too!
- Think beyond the _pen_____

Thank you!

Please feel free to write Liz@nuancing.com or call me (858-550-7000) with questions.
Completed worksheets are posted at www.duhmarketing.com under "Attendee Forum"
and labeled "Alta Vista Credit Union Completed Handout"