



The Brand Establishment

CASE STUDY  FINANCIAL SERVICES/INSURANCE

How

do you help a new
commercial bank
develop a brand
positioning that will
resonate with small
to mid-size
businesses?

Case studies submitted by Brand Establishment members nationwide
Member Directory at www.brandestablishment.com

The Situation

A new commercial bank with a business strategy to focus on serving the unique needs of small to mid-size business customers.

The Opportunity

With the formation of a new bank, the agency had the opportunity to create a consistent and unique brand. Though the bank had a solid business plan which indicated that the bank would fill a void in the underserved small to mid-size business community, the agency was essentially working with a clean slate.

The Solution

The agency initiated the brand discovery process with the senior management group to identify the proposed bank's unique selling propositions. The unique selling propositions revolved around three basic tenets: relationships, experience and the right solutions. The critical next phase included adoption of the brand essence and personality from the top down, both internally and externally.

The Brand Position

A bank where the spirit of private banking for small to mid-size businesses is alive. A bank that's dedicated to a consistent and constant customer experience where customer relationships grow into partnerships. Where an experienced staff of bankers achieves this through customizable solutions, solid products and state of the art technology. A new banking experience for the market.

The Adoption Tactics

Once the brand position was established, the agency began creating the look and feel of the brand in marketing communications such as the company's mission statement, corporate stationery, logo design and color palette, press kits, investor packages, ads, brochures, and branch signage.