

BRAND SERVICES

Developing a voice for your brand is critical for differentiating your institution in the highly competitive and increasingly commoditized financial services industry. Bancography measures, evaluates, directs and develops the institution's brand.

THE ART OF POSITIONING

bancography

BRANCH PRODUCT RESEARCH BRAND

For more information on brand services, contact John Mathes at (770) 360.5710 or john@bancography.com.

Brand Evaluator

An institution may gain insight into its brand awareness with the Brand Evaluator, a quantitative research program that gauges the institution's brand strength and penetration in a market. Findings from the Brand Evaluator will allow the institution to evaluate its marketing efforts, monitor consumer behavior and assess the effectiveness of its brand positioning.

The Brand Evaluator measures seven essential attributes:

- > awareness
- > market share
- > differentiation
- > loyalty
- > considered set
- > identity
- > positioning

In addition to evaluating the institution on each of the above attributes, Bancography also provides industry benchmark data so the institution may compare its performance against peer institutions.

The Brand Evaluator also includes a qualitative overlay not found in other quantitative studies. Bancography's brand strategist will examine the quantitative data in the context of the verbatim feedback from the survey to assess the institution's brand positioning and perceptions relative to its competitors. The review includes commentary on how well the institution differentiates itself in the marketplace, recommends brand and communications strategies and suggests ways the institution can advance its brand awareness.

Pricing

Starting at \$18,620 for one market
Contact Bancography for a custom proposal

BANCOGRAPHY

Bancography provides consulting services, software tools and marketing research to financial institutions to support their branch, product and brand positioning strategies. To help institutions with positioning in the marketplace, our brand strategy service creates names, logos, identities and brand positions that distinctly reflect each institution's product and service proposition.

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Bancography Brand Map

The Bancography Brand Map delivers a streamlined process toward positioning your brand. It begins with an Ideation Session, where key players participate in exercises that will shape the direction of the institution's brand. Bancography collects research and completes an extensive due diligence process aimed at understanding the institution's heritage.

The Bancography Brand Map delivers:

- > a differentiating brand positioning
- > a personality and tonality for the brand
- > suggested imagery and verbiage for communication
- > suggested creative elements for communication

Name Development

By utilizing a blended approach of qualitative and quantitative analysis, Bancography will craft a name that fits the brand positioning, achieves separation from competitors, reinforces the positioning platform, creates positive and lasting impressions and dominates a category.

Logo Development

Bancography will create a new logo for an institution or update an existing logo.

Communications Audit

Bancography will analyze all the institution's and its competitors' communication elements. Bancography will examine the institution's communication vehicles for clarity, relevance and motivation and the in-branch and retail messages for their ability to drive and lift sales.

Brand Tune-up

Building upon the findings from the Brand Evaluator or using client-supplied data, the Brand Tune-up audits the institution's entire branding and marketing program and delivers observations and considerations about the direction of the institution's brand. While the Brand Tune-up does not overhaul the brand, it identifies areas where the institution may wish to update or realign. For a new direction and specific recommendations, refer to the comprehensive Brand Map offering.