

**Focus** on the Customer  
**Develop** the Brand  
**Package** the Products  
**Implement** the Process  
**Manage** the Brand

# BrandLaunch



**creative**

BRANDING SOLUTIONS FOR BANKS

## What Is It?

**BrandLaunch** is a comprehensive DeNovo bank branding solution. Brand design, marketing strategy and launch planning are critical components of a successful DeNovo bank launch. 8voCreative has developed a total package of services that helps a new bank to open their doors with a compelling brand image right from the start.

## Why is it Necessary?

In today's financial services market, FDIC regulations often cause true product and service differentiation to be difficult. Banking products and services tend to be very much alike from one bank to the next. A properly planned brand and marketing strategy will help your bank to differentiate itself amongst the abundance of look-alike banks. The result is a simple one: more customers and greater cash deposits earlier on in your bank's DeNovo cycle.

## What Does it Include?

8voCreative's **BrandLaunch** includes everything you will need to begin marketing and selling your bank's products and services from the moment you open your doors for the first time:

- Marketing Strategy
- Brand Positioning Strategy
- Logos, Color Schemes and Graphic Styling
- Sales Brochures, Point of Sale
- Letterhead, Business Cards, Folders
- Web Site Content Development
- Event Planning
- Advertising

## How to Get Started

The process begins with an initial interview with you and your team. We will review your strategic plan, market research and first year goals. Once we have collected all the information we need, we will create a customized proposal for your **BrandLaunch** package.

**8voCreative is the only brand and marketing consultancy in the Southeast focusing solely on serving the banking and financial services industry. Our client endorsements speak for themselves.**

*"8voCreative has been instrumental in helping us focus on the importance of building our brand and displaying a consistent image in the community."*

**FRANK BURKE** – FLAGSHIP COMMUNITY BANK

*"The team at 8voCreative helped us focus on our target market and create a brand that sets us apart from the competition."*

**MIKE MASHKE** – NORTHSTAR BANK

*"I was impressed by 8voCreative's dedication to seeing us establish our brand. They exceeded our expectations by helping us beat our first year targets."*

**GERRY ANTHONY** – FREEDOM BANK

## Other Core Services

**BrandFocus** – Strategic development of corporate, product & service branding.

**BrandScan** – A complete review of your bank’s marketing and branding to help your bank determine the best plan of action in times of change.

**WebBrand** – Development of new and compelling content for your Web site designed to drive new business to your bank using cutting-edge Web design and marketing tools.

## Supplementary Services

- Logo Design
- Wayfinding Signage
- Marketing Plans
- Advertising Campaigns
- Direct Mail
- Copy writing
- Digital Photos
- Print Management



creative

BRANDING SOLUTIONS FOR BANKS