

Analyze competitors

Interview the audience

Audit the marketing tools

Report current position

Recommend action

BrandScan



creative

BRANDING SOLUTIONS FOR BANKS

What Is It?

BrandScan provides you with a strategic review of your bank's current brand position in the community. 8voCreative will create a customized **BrandScan** service for your bank based on your desired parameters. Your customized **BrandScan** might include customer and employee interviews, competitive 'secret-shops', marketing collateral and Web brand audits.

Why is it Necessary?

This is a time of enormous change for community banks. Market conditions change rapidly and customers have different needs and desires to the customers of yesterday. In order for your bank to stand out and to build more loyalty with its customers, you must create a strong emotional bond. This is what branding is all about. **BrandScan** is the tool you and your board needs to be able to make the right marketing decisions in these critical times.

What Does it Include?

8voCreative's **BrandScan** is a research and analysis based service that provides you and your board with a detailed report on how your bank is perceived in the community and what you need to do to improve your competitiveness. The **BrandScan** service is customized specifically for your bank and may include all or some of the following:

- Employee and customer interviews
- Competitive analysis and secret shoppers
- Product and service analysis and competitive comparison
- Marketing collateral audit including print, Web and media
- Brand Ambassador survey
- Detailed written report

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 growth goals. Once we have collected all the information we need, we will create a customized proposal for your customized **BrandScan** 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.

BrandLaunch – The complete DeNovo bank brand and marketing solution that provides your bank with everything it needs to start building your banks community presence and winning customers.

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 Managemet



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