



The VBA Connect & Protect Experience

The Power of Brand

Presented by

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FMS

Brand is how people
feel about you.



A Strong Brand Will

1. Clarify the value proposition you make to the consumer
2. Define the differentiation of your organization
3. Unite and ignite your people
4. Help retain employees and attract new talent
5. Reduce the need to compete on price
6. Create greater value for your organization across the board



Brand vs. Branding

You can't do branding without having a clear brand position.



Great Brands Are

Knowledgeable, multidimensional and consistent. They are mission-based, passionate and driven. They inspire trust and confidence. They highlight experience over product. They create a community and sense of belonging. They are social and participatory. They become a meaningful part of our life.

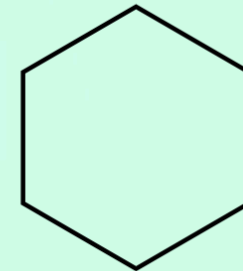


More Emotional Relationships

The percent of consumers in some sort of intimate relationship with a brand has increased **9%** since before COVID-19.

Deeper Relationships

Brand performance has increased **19%** since before the pandemic, highlighting that people are connecting with brands more deeply.



Brand Development Process



STEP 1

Discover



STEP 2

Define



STEP 3

Deliver



STEP 4

Develop



Discover

Brand Discovery

Who are we?

What is our ultimate purpose?

What is our passion?

What is our brand vision?

What are our values?

What is our personality?

What is it that differentiates us?

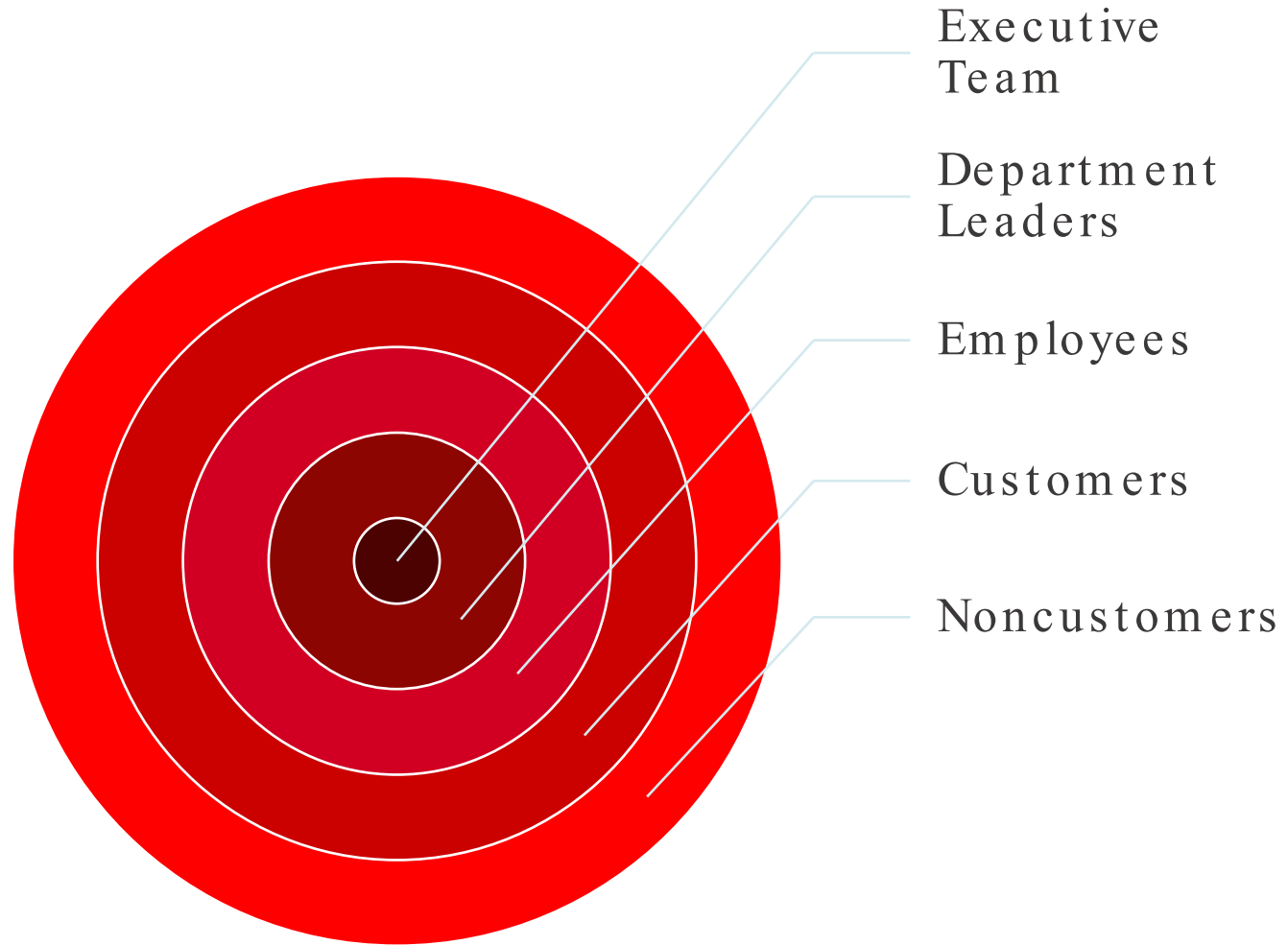
What brand position is available to us?

What are our strategic goals?

Who is our target market?



Brand Discovery



Existing Brand vs. Emerging Brand





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Define Your Brand

Brand Promise

Brand Vision

Brand Values

Brand Story

Brand Language

Brand Voice

Brand Design

Brand Feel





Think outside the bank.

One Word Equity

The strongest brands are defined by their ownership of one thought; the very strongest by one word.

- Magical
- Search
- Coffee
- Tissues
- Brown
- Safety
- Neighbor



Visual Brand Language

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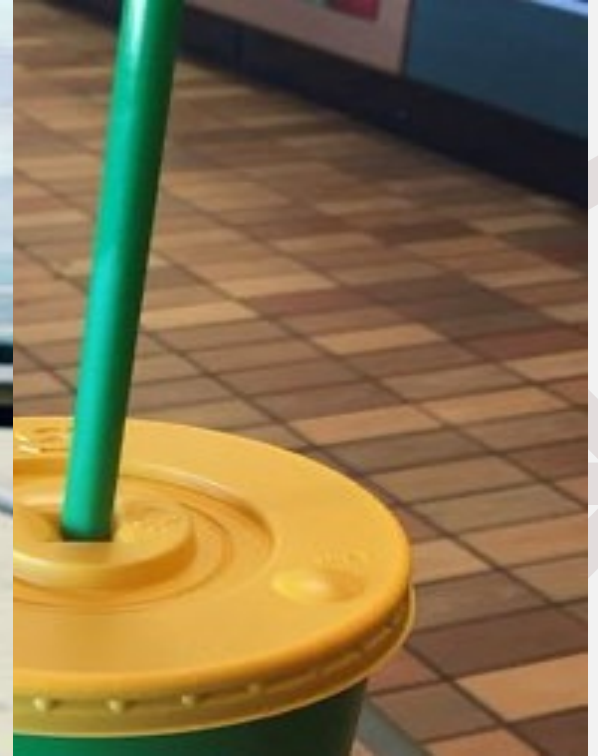
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Visual Brand Language



Visual Brand Language



Brand Promise

To bring inspiration and innovation to every athlete* in the world.

The asterisk in the brand promise says that if you have a body, you're an athlete.



Brand Promise

To inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time.



Brand Promise

Connect people to what's important in their lives through friendly, reliable, and low-cost air travel.

Southwest[®] 

Brand Promise

Bank 1:

To build a legacy company by creating shareholder value, cultivating strong customer relationships, and fostering an extraordinary team of directors, officer and employees.

Bank 2:

To be the premier financial institution in our community, dedicated to providing exceptional customer service and high value products, while enhancing shareholder value.

Bank 3:

We will be the preferred provider of targeted financial service in our communities based on strong customer relationships. We will strengthen these relationships by providing the right solutions that combine our technology, experience, and financial strength. Our goal is to create customer loyalty, shareholder value, and employee satisfaction.



Our bank's mission statement is incomprehensible. Well done.

Define Your Brand

A brand promise should be:

- Simple
- Memorable
- Authentic
- Inspiring



Align Your Brand Language

Security National Bank, Sioux City, IA

Promise

We promise to do what's right because it **matters**.

Mission

To help achieve your financial goals because they **matter**.

Vision

To be your trustworthy financial partner because you **matter**.



Align Your Brand Language

Security National Bank, Sioux City, IA

Brand Values

Mean what you say.

Always do what's right.

Think creatively.

Tell the truth.

Earn respect.

Reach farther.



Align Your Brand Language

Security National Bank, Sioux City, IA

Brand Story

We believe EVERYTHING MATTERS — your plans, dreams and all the little steps in between. We believe what was worth doing well yesterday is worth doing well today, people change and banking changes, but our time-tested principles remain constant. We believe integrity, honor, open-mindedness, excellent service, good humor, respect, duty and human connection matter in life and banking. We believe doing what's right is the only way to take care of customers, help businesses thrive, farms grow, inspire our community and do something remarkable.

Security National Bank

Everything Matters





Deliver



If you want your team to provide an exceptional experience for customers, your brand should provide an exceptional experience for your team.

Security National Bank: Internal Brand Video



Kickoff Event



Lobby & Breakroom Posters

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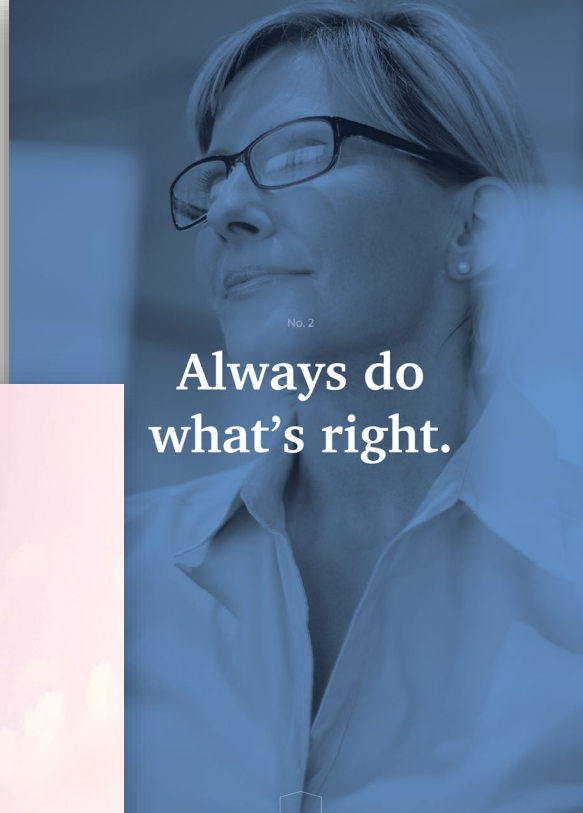
Brand Book

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EVERYTHING MATTERS

Owning the
Security National Bank
Brand



No. 2

Always do what's right.

It has to come from within; ethics don't come from rulebooks. We want to do what's right and we want to remove what's wrong. It's the answer to every problem. It's the guidepost for every day. Our value system shows us right from wrong and gives purpose to our actions and words. We want to leave each day brighter and inspire others to do the same. By doing what's right, we're doing what's better, serving with excellence, giving our work and lives meaning, and turning what would otherwise be just a job into a mission ... just a bank into a cause.



No. 3

Tell the truth.

Truth says, I'd like to help you do that, but it's in your best interest; let's find you another solution. People have come to trust us, because we are truthful and transparent. Our integrity guides our actions and filters our words. In fact, everything we do illustrates our honesty. The little way we smile at people and the big-picture view we take of helping our community. If it all matters, then there is no room, no scenario, for anything but the truth. Integrity builds our reputation and makes everything we're doing, truth be told, matter quite a lot.

Security National Bank: Logo Evolution



SECURITY NATIONAL BANK

EVERYTHING MATTERS

External Delivery

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30 TV Storyboard

CONCEPT NOTES:
The TV spot features a series of interlocking images that represent the various ways in which the bank's services can help its customers. The images are arranged in a grid that is broken up by the bank's logo, which is repeated throughout the spot.

VIDEO NOTES:
The video features a series of interlocking images that represent the various ways in which the bank's services can help its customers. The images are arranged in a grid that is broken up by the bank's logo, which is repeated throughout the spot.

AUDIO NOTES:
The audio features a series of interlocking images that represent the various ways in which the bank's services can help its customers. The images are arranged in a grid that is broken up by the bank's logo, which is repeated throughout the spot.

SCRIPT:
The script features a series of interlocking images that represent the various ways in which the bank's services can help its customers. The images are arranged in a grid that is broken up by the bank's logo, which is repeated throughout the spot.

Print Ads

WHAT MATTERS TO YOU?

DETAILS MATTER

SERVICE MATTERS

Community Involvement Ads

EVERY POINT MATTERS

Introductory Direct Mail

Billboard

If it matters to you, it matters to us.

SOCIAL MEDIA

Website Redesign

Window Graphic

Story Poster Series

Exterior Building Signage

Retail Merchandising

Signage Concepts for Proposed Renovations

Lunch and Learn Invitation

Print Ads

Farming Matters

Relationships Matter

Direct Mail

YOUR BUSINESS MATTERS TO US.

Business Banking

FARM AND AGRICULTURE

Folder

Brochure

WEALTH MANAGEMENT

Poster

Print Ad

Golden Belt Bank: Internal Brand Video

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Brand Card



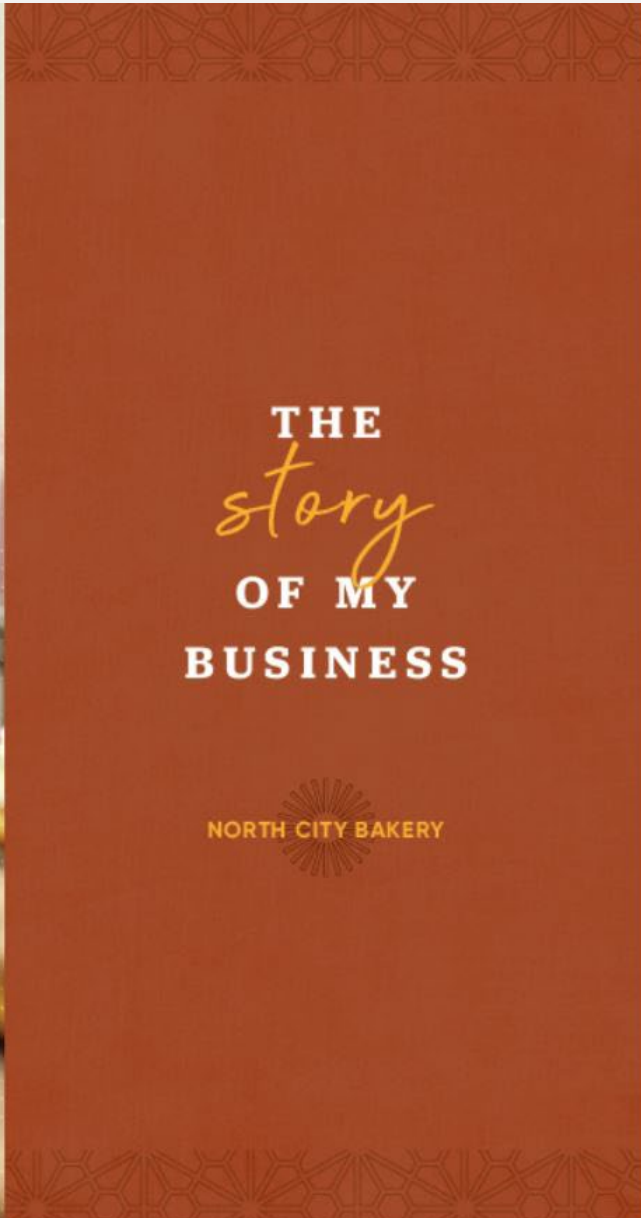
Apparel/Swag



External Reinforcement



External Reinforcement



Blue Foundry: Internal Brand Video



External Reinforcement



Blue Foundry: External Brand Manifesto





Develop



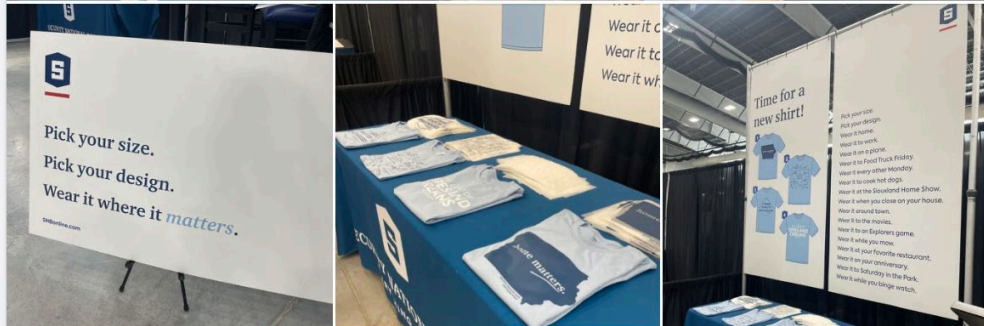
When you start to get tired of your
brand position, it is just starting to
work. Stay the course.

Brand Champions & Ambassadors

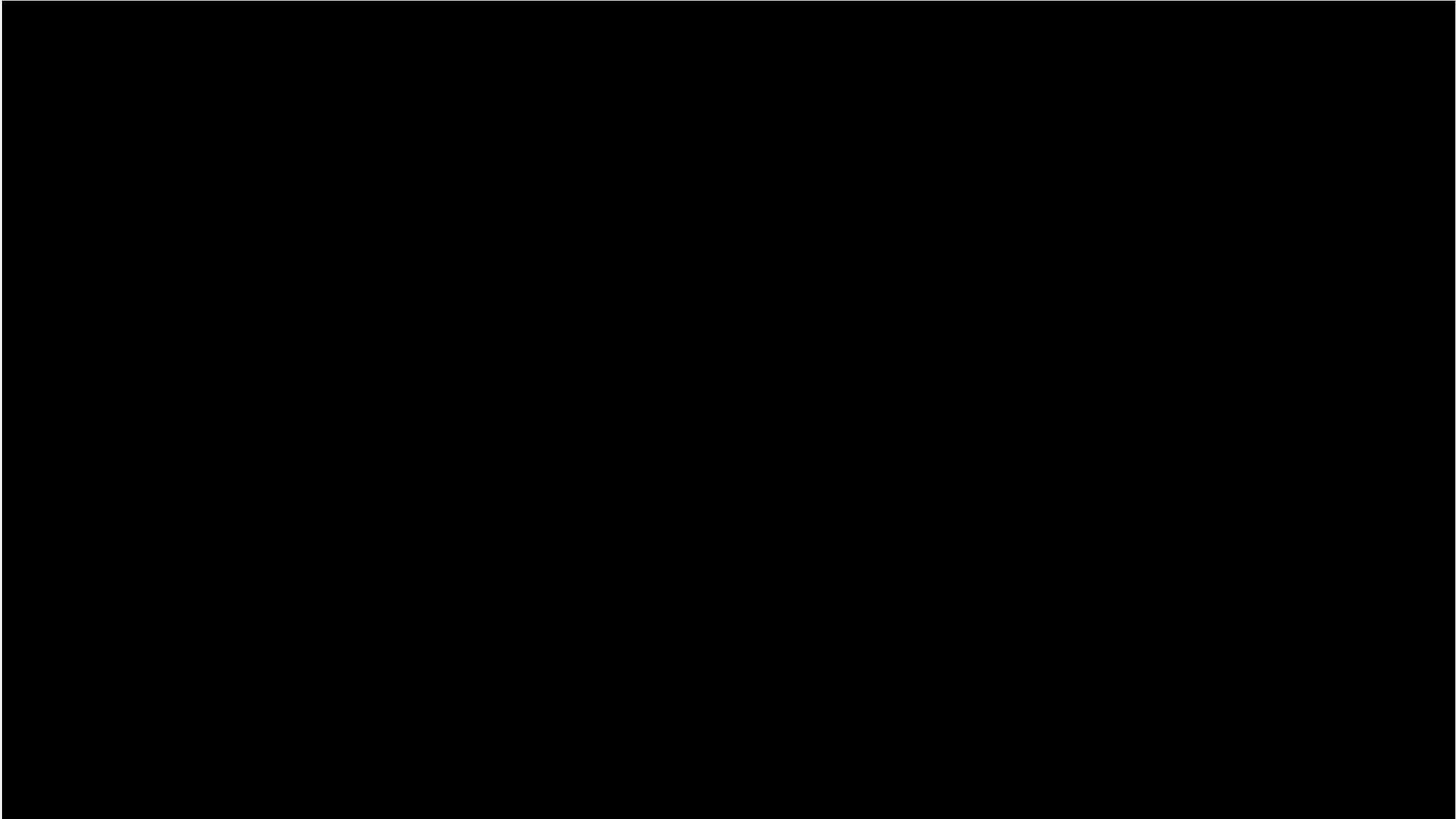


Find Ways For Your People to Enhance and Promote the Brand

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Combine Brand + Empathy + Connection





Recap



When it comes to your brand ...
EVERYTHING MATTERS.

How Do You Know When It's Time to Rebrand Your Bank?

- Brand confusion (internally and/or externally)
- Perceived as old fashioned or out-of-date
- Expansion or growth into a new market
- Merger and acquisition
- Increase in competition or market disruption
- Change in leadership
- Revolution vs. evolution



Takeaways

- Know your why. Your purpose. Your bank's authentic brand.
- Management and supervisor roles are key (*has to permeate from the top down*)
- Use your brand values, mission and vision as an opportunity to acknowledge and connect (*culture, commonality, life/work balance, DEI, community outreach, ESG*)
- Listen to and learn from your team (*surveys, focus groups, polls*)
- Invest in your people (*individuality, training, resources, development, recognition, ambassadors, brand champions*)
- Communicate your differentiating factor well and often (*external reinforcement*)
- Make the narrative relevant to your audience and become a great storyteller
- Be prepared to pivot, adapt and evolve





Thank You

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