

# Building A Lasting Brand: Advanced Branding for Credit Unions

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## I. Overview: Brand Basics

### A. Brand Definitions

Branding is the process of determining your competitive \_\_\_\_\_, building an institutional \_\_\_\_\_, a brand \_\_\_\_\_ and a business strategy to those advantages, and then communicating that brand effectively and consistently.

Ultimately, branding is “\_\_\_\_\_.”

### B. Three “Cs” of Strong Brands

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

C. Three Branding Laws

(1) Branding is not about you. It's about \_\_\_\_\_.

(2) If branding is wrong, \_\_\_\_\_ else is wrong.

(3) Advertising grabs their minds. Branding their \_\_\_\_\_.

D. Successful Brand Triangle

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

## II. Management: Leading the Brand

### A. Branding Plan

(1) Brand \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

(2) Brand \_\_\_\_\_

(3) Brand \_\_\_\_\_

### B. Maintaining Brand Consistency

#### (1) Printed Material

Member communications should all have same \_\_\_\_\_ and \_\_\_\_\_ to them.

Non-member communication should have same look, but also clearly communicate \_\_\_\_\_ eligibility.

#### (2) Retail Marketing

\_\_\_\_\_ marketing (how your branches look and feel) matters.

Your branch and printed material should look \_\_\_\_\_.

#### (3) Staff

You must keep the brand on the \_\_\_\_\_ of the employees' minds.



### C. Maintaining Brand Momentum

(1) Great brands take steady \_\_\_\_\_, a long  
\_\_\_\_\_ and uncompromising \_\_\_\_\_.

(2) Reinforce the brand with employees \_\_\_\_\_ .

(3) Use the \_\_\_\_\_ to maintain momentum.

#### D. Principles For Achieving Brand Leadership in the 21<sup>st</sup> Century

- (1) Relying on brand awareness has become marketing \_\_\_\_\_  
\_\_\_\_\_.
- (2) You have to \_\_\_\_\_ it before you can \_\_\_\_\_ it.
- (3) Just because you can doesn't mean you \_\_\_\_\_.
- (4) Transcend a \_\_\_\_\_ relationship with members.
- (5) \_\_\_\_\_ matters.
- (6) All brands need good \_\_\_\_\_.
- (7) \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_—not  
technology—will distinguish brands in the future.

#### E. Breakaway Brands

- (1) Breakaway brands are \_\_\_\_\_.
- (2) Breakaway brands \_\_\_\_\_ themselves for success.
- (3) Breakaway brands connect with their \_\_\_\_\_.



### III. Employees: Living the Brand

#### A. Staff

- Your staff must \_\_\_\_\_ your brand.
- How your staff \_\_\_\_\_ your members affects your brand.
- Moving your credit union to a \_\_\_\_\_ environment will improve your brand.

#### B. Employees Role in the Brand: Be the Brand

- Employees are brand \_\_\_\_\_.
- \_\_\_\_\_ the brand with fellow \_\_\_\_\_.
- \_\_\_\_\_ the brand to the \_\_\_\_\_.
- \_\_\_\_\_ non-members about the brand.



## **IV. Members: Experiencing the Brand**

### A. Experience Economy

- Experience Economy = A new economic era in which every business is a \_\_\_\_\_ and companies must design \_\_\_\_\_  
\_\_\_\_\_ for which they charge admission.
  
- You must make your credit union \_\_\_\_\_.

## B. Lovemarks

- \_\_\_\_\_ inspire loyalty beyond reason.
- The \_\_\_\_\_ / \_\_\_\_\_ Axis is an intuitive way to give any brand or experience a reality check.
- The hallmarks of a lovemark are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.



### C. How to Put Love In Your Brand

(1) Find your most \_\_\_\_\_ members and listen to them.

(2) Put your brand through the \_\_\_\_\_ axis.

(3) Start telling \_\_\_\_\_.

### D. Emotional Branding

Emotional benefits appeal to the underlying need for social approval or \_\_\_\_\_.

Sensory benefits reflect products that focus on how the consumer \_\_\_\_\_ or which satisfy a need related to pleasure or some type of cognitive stimulation.

What is your credit union \_\_\_\_\_ about?



## **Resources**

### —Books & White Papers

*A New Brand World*, Bedbury

*Brand Warfare*, D'Aleggondro

*The Powerful Brand Imperative: A Primer for Credit Union Branding*, (Texas Marketing Council white paper) Gossen

*The Breakaway Brand*, Kelly

*Blue Ocean Strategies*, Kim

*Experience the Message*, Lenderman

*The Experience Economy*, Pine

*Credit Union Branding: Winning Strategies for Marketers*, Richmond

*Lovemarks: The Future of Brands*, Roberts

*Pour Your Heart Into It*, Schultz

### —Magazines

Advertising Age

Fast Company

### —Websites

[branding-report.com](http://branding-report.com)

[cuvillage.com](http://cuvillage.com)

[JoeCalloway.com](http://JoeCalloway.com)

[Lovemarks.com](http://Lovemarks.com)

[Marketingprofs.com](http://Marketingprofs.com)

[loyalty.com](http://loyalty.com)

American Marketing Association ([marketingpower.com](http://marketingpower.com))

### —Agencies

Loud Thought

Credit Union Marketing Services (Texas)



## Mark Arnold

Mark Arnold, CCUE, is senior vice president for Neighborhood Credit Union. Arnold currently oversees and plans strategies for multiple departments, including marketing, business development, human resources, training and member investments.

He frequently speaks nationally on various credit union topics, specializing in marketing, technology, human resources and business development. Arnold has also served as chairman of the Texas Credit Union League's Marketing Council.

Arnold is rich in credit union work experience. Prior to joining Neighborhood Credit Union, he served as the communications manager for the Texas Credit Union League (TCUL). Arnold also worked in several areas at Community Credit Union, including loans, collections and marketing.

Arnold has won numerous communication awards, including CUNA's 2006 national Marketing Professional of the Year and the Texas Credit Union Marketer of the Year.

Arnold is the author of *Think Huge: How to Elevate Your Life and Your Business*; *My Best Service Ever*, and *Marketing Across the Generations: Gen. X*.

### Credit Union Consulting (markarnold.org)

Arnold can assist your credit union with the following areas:

Long-range planning sessions	Marketing reviews/audits
Branding	Marketing planning
Sales training	Management/supervisory training

### Training Topics Include:

- Pearl Harbor or Pearl Jam? Marketing Across the Generations
- Got Brand? Successful Credit Union Branding Strategies
- Top 10 Marketing Trends Every Credit Union Should Know
- It Takes A Village: Community Charter Marketing
- Excelling with E-Commerce: Electronic Marketing
- From Grunge to Noserings: How to Market to Generation X
- Star Wars for Your Credit Union: Technology Strategy & Planning
- When Employees Act Their Age: Generational Workplace Differences

*These are sample available topics. Presentations are customizable to meet your specific needs.*

To schedule, contact Mark Arnold at 214.748.9393, ext. 1113 or 800.321.3728, ext. 1113 or [marnold@mynacu.com](mailto:marnold@mynacu.com). Mark's web address is [www.markarnold.org](http://www.markarnold.org).



## KEEP THE CONVERSATION GOING

*Check out Mark's website:*

➤ ***[www.markarnold.org](http://www.markarnold.org)***

*Check out Mark's blogs:*

➤ ***[blog.thinkhuge.info](http://blog.thinkhuge.info)***

- *comments, posts, interviews, illustrations on key Think Huge concepts*

➤ ***[blog.markarnold.org](http://blog.markarnold.org)***

- *information about marketing, branding, strategy, generations, and leadership*

*Follow Mark on Twitter:*

➤ ***[@jmarkarnold](https://twitter.com/jmarkarnold)***

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