



FOCUS

Your Financial Marketing Newsletter
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Stand Out from the Crowd

The power of branding.

Your brand is a promise to your clients – a promise of:

- ▼ Quality
- ▼ Consistency
- ▼ Competency
- ▼ Reliability

Use your brand to build recognition and differentiate your bank.

Then continue with the customer experience...

- ▼ Examine every touch point, how people do business with your bank
- ▼ Align every customer interaction with the core values of your brand
- ▼ Create a “Wow” experience

Carry forward with your employees...

- ▼ Ensure they convey the essence of your brand
- ▼ Engage everyone to represent the brand —at all levels

Support with your marketing presentation...

- ▼ Require consistency in all applications
- ▼ Create interesting brand-identifying graphics
- ▼ Be distinguishable from all other banks

The bottom line: Branding builds profits and increases franchise value!

For help with branding and much more, call 800-725-3800
—the bank marketing specialists at The Genesis Group.

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“
A brand is a living entity - and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.
”

- Michael Eisner, CEO Disney

