

A hand is shown pointing towards the left, with the index finger extended. The background is a blurred office environment with people and lights. The text is overlaid on the lower half of the image.

# In-Branch Digital: Inform, Sell and Present Your Authentic Brand™

Digital Signage and Content for your Future Branch





## Now is the time to be on-Brand and on-Message

More than ever, your customers need to know when and who to access your institution, and are evaluating the value you deliver.

### **Banking habits are changing.**

On-line transactions are increasing rapidly, as monetary concern is spiking. In-branch visits are becoming “help-driven”.

### **The need for clear communication has never been greater.**

Integrated messaging across platforms - about your unique Brand value, products, service options and assistance – will build your Brand, retain customers and grow product opportunities.

IT'S ABOUT THE **EXPERIENCE.**<sup>TM</sup>



The Image 4  
Advantage:  
Expert  
Communications  
Design,  
Simple Technology  
Deployment

- **Our Digital Signage marketing approach is simple: Educate and inform the visitor by communicating authentically in your brand voice**
- **Our marketing messages** are designed to trigger a branch guest to inquire about products and services. By raising awareness, prospects look for guidance from your in-branch professionals.
- **Our designs are flexible.** Rather than proprietary templates, our platform uses standard design software. This means that the content that we create for your digital displays can often be repurposed from or reused in other marketing. You can then meet prospects where they are: at home, in office, on a desk-top, or a mobile device with a consistent message.
- **Our technology executions are user friendly.** Common hardware, simple interfaces allow you to update easily and in moments. No more calling for a re-boot, or waiting days or weeks for a special piece of hardware to get a screen playing again.

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## Services: Creative

Does your team have assets “Ready for Digital”? Or are you starting from scratch to develop an asset library for your signage program? We can help!

- Photography and Videography
- Photo and Video Editing
- Copywriting including Script, Storyline, Ad copy, Interview outlines and more
- Copy Editing
- Storyboarding

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## Services: Graphic Design

In both the digital and physical world, great graphic and communications design tells your story, sells your products, and engages your audience beautifully and effectively. Our graphic designers use your brand elements to create beautiful, high-impact graphics that tell your story.

- Custom Branded Formats and Templates
- Print media
- Digital media
- On-line and Print Ads
- Direct Mail, Newsletters, Brochures

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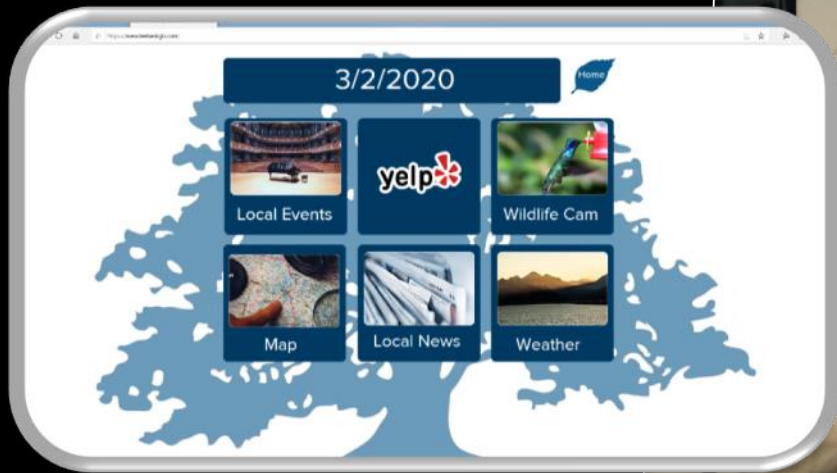


## Services: Interactive Design

How your audience interacts with your Brand – on-screen, in-app, in-store or at events – can be optimized to deliver the Brand Experience you need to engage, explain and sell. Image 4 designs intuitive interactive experiences on-screen and in the real world that are easy to understand, highly accessible, and manage the desired outcomes of the interaction. Services include:

- Technology applications – NFC, motion triggers, etc.
- Technology specification
- Touch-screen content, programming
- Kiosk programs
- Micro sites and Landing Pages

# Lee Bank: Community Events Content Platform



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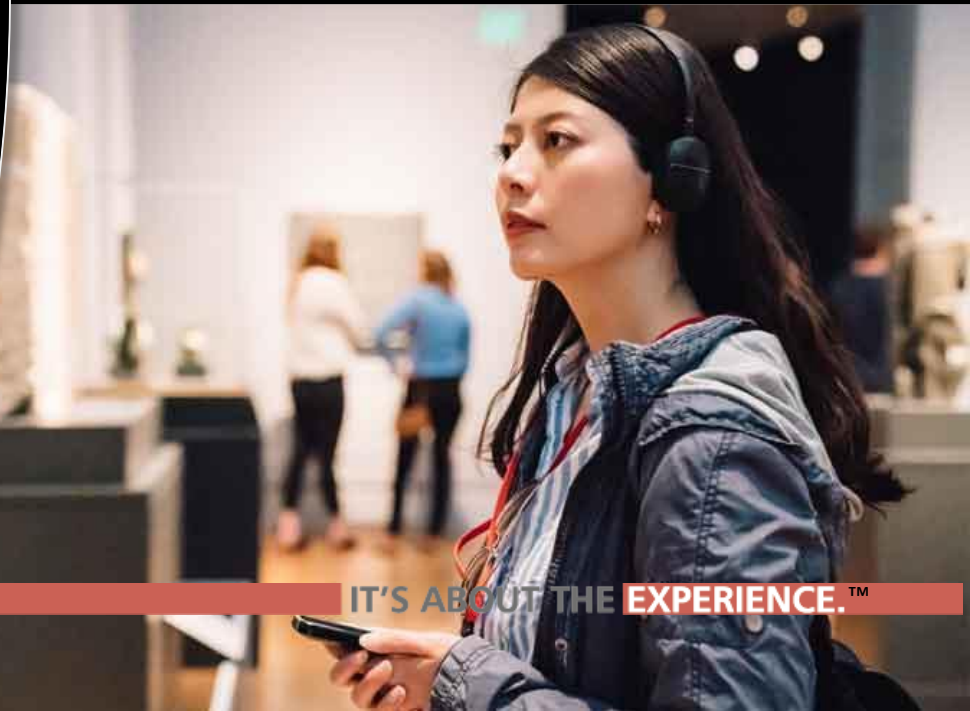
# National Guard Artifact Collection: Storytelling



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# America's Credit Union Museum: Story Telling Installation



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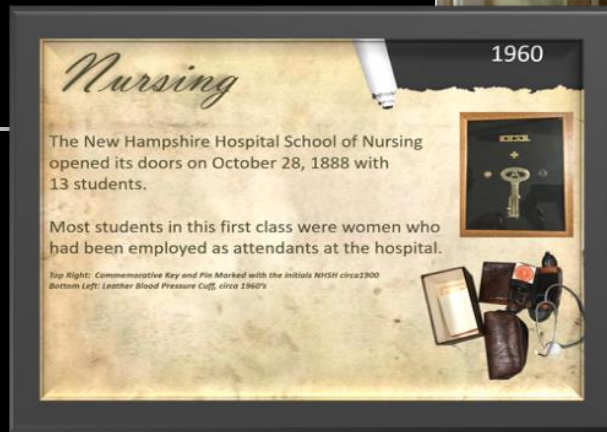
# Dime Bank: Product Selection App



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# New Hampshire Hospital: History & Community Wall



New Hampshire Hospital *through the Years*

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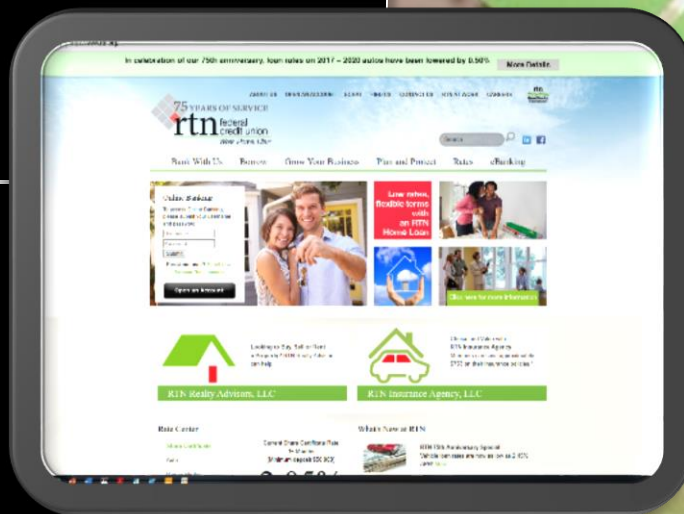
# New Hampshire National Guard Exhibit: StoryTelling Environment



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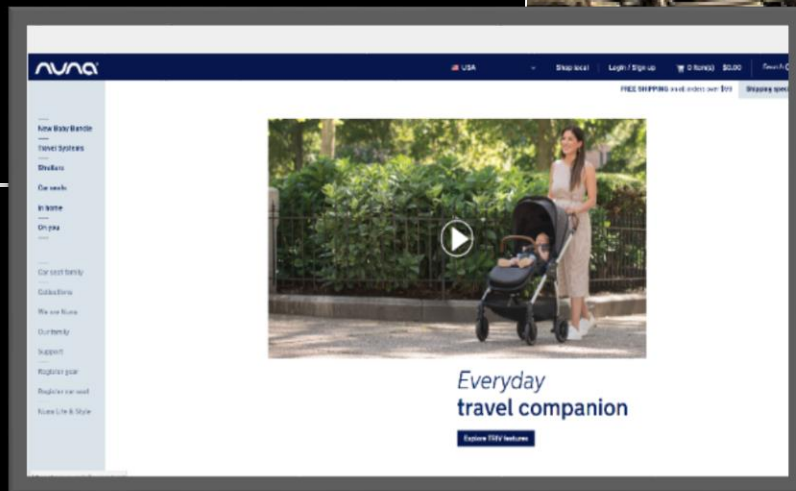


# RTN Federal Credit Union: Merchandising & Promotions Fixture



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# Nuna Baby: In-Store Merchandising Program



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# MEET OUR TEAM



**Jeff Baker**

CEO, Creative

Director

Brand Strategy &

Process



**Liz Hummel**

VP Operations, LEED

ID+C

Architecture & Brand

Presentation



**Brandie Shydo**

Content + Communications

Manager

Brand Personality &

Communication



**Shannon Meeks**

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Design and Project

Integration



**Vito Tulimiero**

Senior Account

Executive

Brand and Program

Conception



**Dave Newell**

Senior Project

Manager

Brand and Project

Integration



Come visit us at our headquarters in Manchester, New Hampshire,  
or in our showroom at the Architectural Innovation Center in New York City.  
The coffee is on us!

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