

A modern office interior featuring a reception desk with the 'ion BANK' logo. The background includes a wall with the text 'Committed to building lasting relationships and serving our communities' and a sign for 'ion CAFE'. A large blue and white machine, possibly a copier or printer, is visible on the right. The ceiling has a unique design with white, curved, wave-like panels and blue structural beams. Large windows on the left provide natural light.

Energizing the Sales Process in a Post-Pandemic Environment

Authentic Brand Experience Reframes Your Brand Value



“How customers buy” has changed.

They find you, rather than you finding them

Churn has increased, as they look for what works uniquely for them

You don't have an opportunity to “personally” influence them – but your Brand does!

Their hot buttons have changed: safety, accessibility, cost and Brand affinity are metrics

“Trust” is a tipping point





Today's Customer Watchword is "Trust"

Safety

- Your Institution must provide spaces and policies that place your customers' health and wellbeing first

Support

- Your Institution must offer financial education, advice and problem solving

Accessible

- Your Institution must be available where and when your customer chooses to interact

Authentic

- Your Institution must have an authentic and approachable brand voice that is consistent across platforms.

Cost

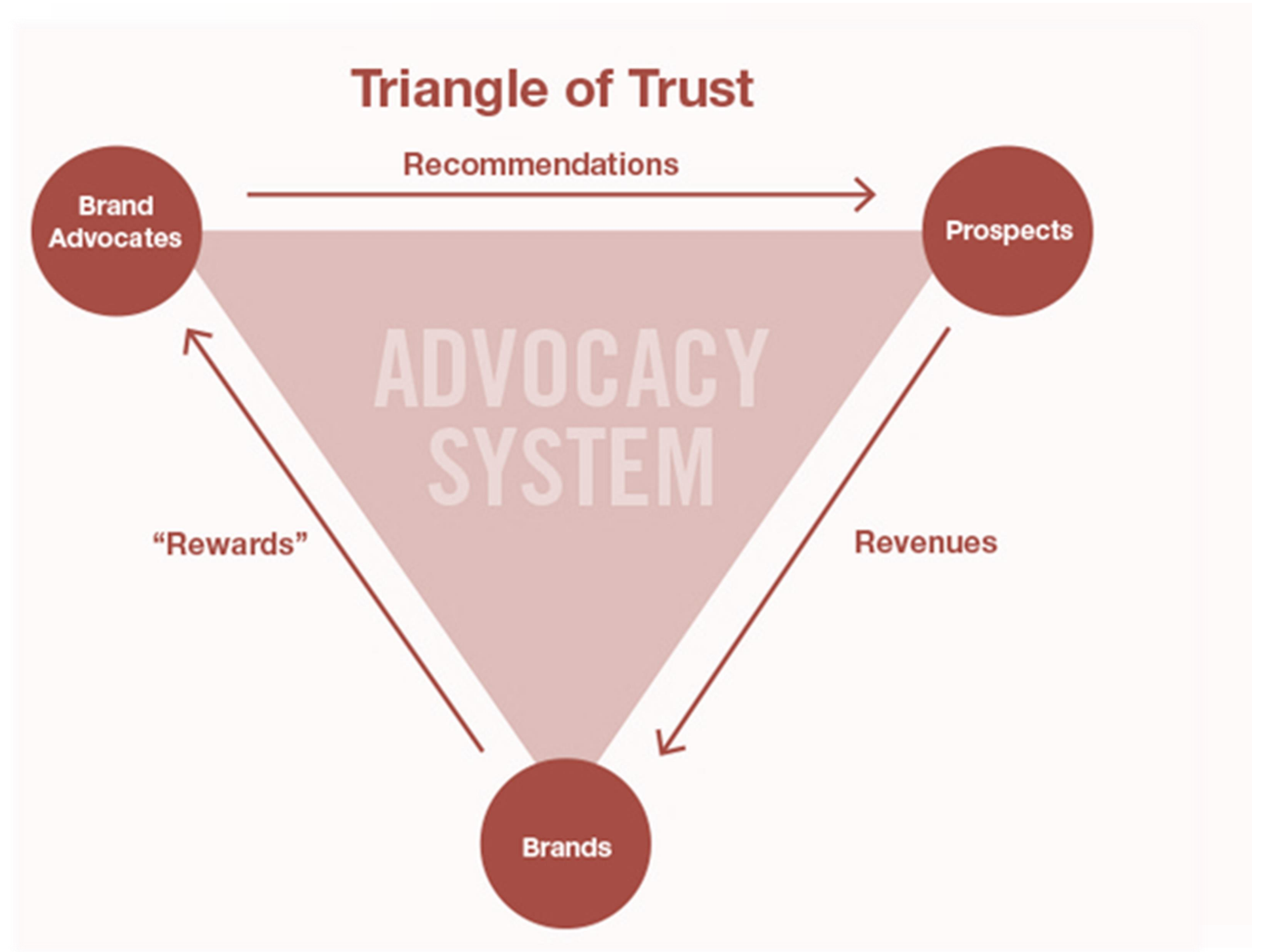
- Your institution must be affordable for your target population



“The biggest reason brand advocates are so powerful is a single, five-letter word: **Trust.**”

74% of consumers identify “word of mouth” as a key influencer in their purchasing decision.- *Ogilvy, google, & TNS*

Advocacy Cannot be Bought



What are “Brand Advocates” and why you need them



What’s a Brand Advocate?

You’ve already got them – they are your Biggest Fans!



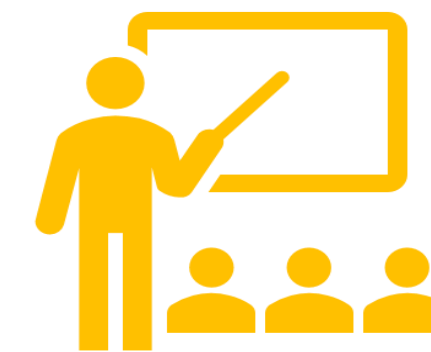
Who are they?

Can you name them?



Why do we care?

Your marketing budget is too small, and you can’t be everywhere



What can they do to grow your institution?

Street cred.



Authentic Endorsement **CRITICAL**

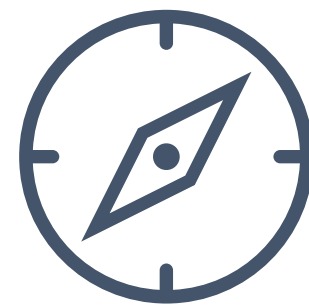
Feed, water and nurture your new marketing asset

Where does your brand Identity come from?

Our Process to Reveal Your Authentic Brand™

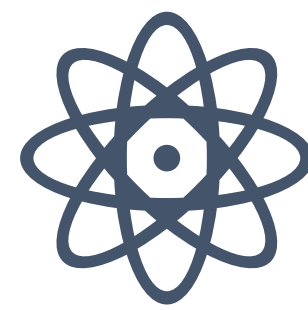


WHERE
WE START



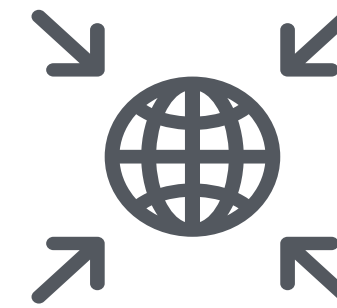
Discovery

Through an **executive retreat**, **focus groups** and **staff surveys**, our team will learn about you, draw information and synergize data to give birth to a new name, brand and identity



Distillation

Our teams collaborate to develop path to define the new Brand. Persona, communication channels, and geography are all factors as we drill down to develop mindshare



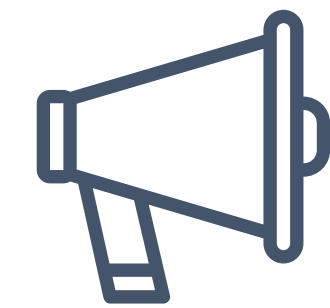
Experience

Let's investigate what is working well, amplify the positive and package this into the new **Brand Proposition**. Then, we create your organization's **Brand Experience Outline** to guide training and communications



Design

Now we create a look, feel and presentation of the Brand. We develop a **matrix** and **recommendations** for brand launch. We examine customer touch points across delivery platforms and deliver a **Brand Standards Manual**



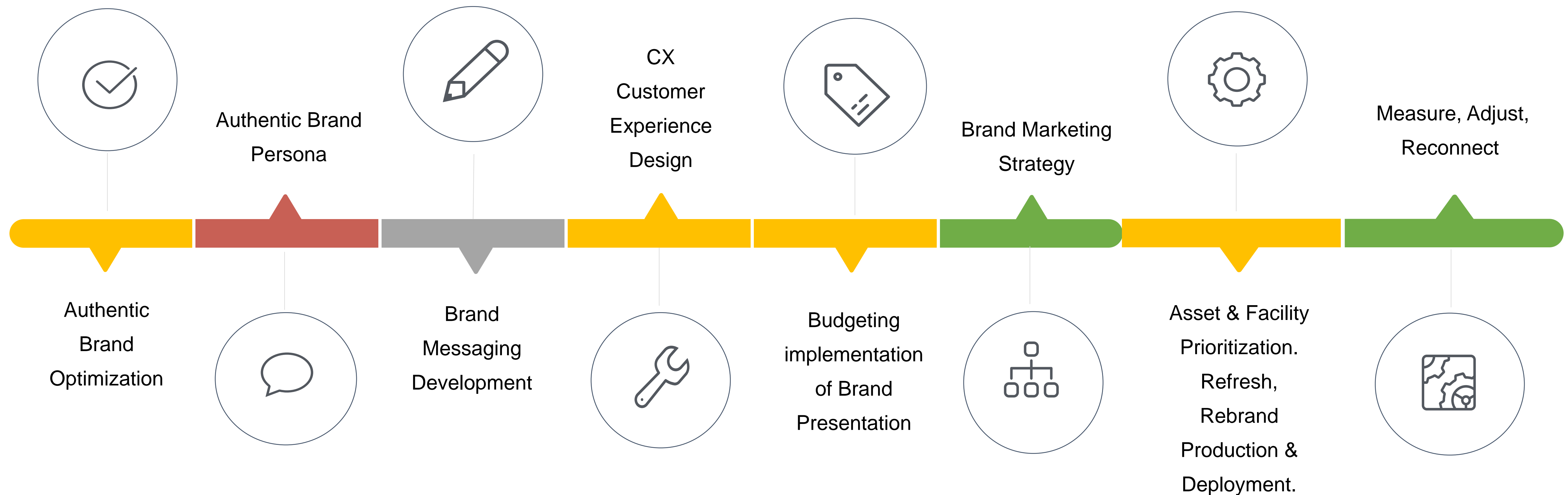
Deployment

The rubber hits the road and our team can support you through all of the MARCOM and brand presentation challenges – in-branch, on-platform, and more - associated with implementing a new identity

Authentic Brand

Communicating Your Trusted, Authentic Brand

Growing from Logo to Authentic Brand



The Five Maximums of Creating Advocacy

1. Know your Brand and Present it
2. Know your Customer Values and Align to Them
3. Know the “Secret Sauce” that makes Your Institution Unique
4. Communicate to Engender Trust
5. Create Customer Experiences that Delight



Right Context: Know your Brand

You know your colors, logo and font inside out. You have memorized your mission statement.

We are talking about your Authentic brand. If you wrapped yourself in your Brand, what would it feel like?

Would your customers TRUST your Brand?

How we can help:

- Authentic Brand questionnaire
- Brand Discovery Retreat
- Brand Development Project
- Brand Distillation Project



Right Voice: Know your Customers' Values

Now and in the future, Customer Values are changing.

Safety. Accessibility. Support. Trust. Cost.

How does YOUR customer live in these goals? How does YOUR institution align to your customer? How do you consistently and authentically communicate that?

How we can help:

- Customer Focus Group

- Customer Experience Analysis

- In-Branch and on-Platform Experience Design

- Content Development

- PR/Social Programs



Right Positioning: Know your Secret Sauce

Proclaiming “we are different”, “low rates” or “local” never differentiates your institution – your competitors probably are “different”, “local” or have “low rates”.

Look deep inside, don’t be afraid of your true self. Our client institutions have self-identified as geeks, country folk, mill-workers, welders, trust fund babies, hipsters – and more!

It doesn’t matter as long it is *authentically you*.

How we can help:

Authentic Brand™ Deep Dive

Brand Distillation Workshop

Brand Presentation Program on-line/in-branch

Content Development and Marketing

PR/Advertising omni-platform



Right Message: Consistent, Authentic Communication

Authentic Brands are simple and powerful.

When your Brand is aligned with your customers' and employees' values, messaging and marketing is simplified, clear and easy to make consistent.

Consistent Brand presentation cuts through the clutter and differentiates you.

How we can help:

- Brand Persona Development
- Storyline and Keyword Development
- Messaging Development
- Imagery, art and other Content
- Brand and Message Presentation
- Content Marketing



Right Experience: Create Customer Experiences that Delight

Your branch (online and physical) and your communications are the places where your Authentic Brand voice lives.

They are your real and virtual “spaces” to develop opportunities, nurture connections and deliver customers and advocates.

Align values. Create Connections. Build Trust.

How we can help:

- CX Design

- Path to Purchase Roadmaps

- Branch Design & Refresh

- Targeted Content Development

- PR/Social Programs

- Environmental Branding Packages

- Digital Signage



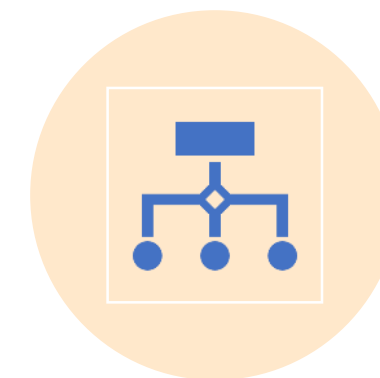
Your Authentic Brand™ Opportunities: Where to start



Value-add to Current Projects
(branch refreshes, app refreshes)



Strategic Adjustment for Future Projects
(new models, co-brand partners, new technology)



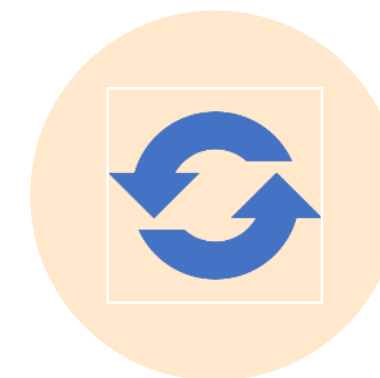
Current-state Evaluation and Continuous Improvement
(benchmarking and branch performance)



Scope will vary



Duration will vary



Feedback Loops: absolute and soft data

Your Check List for Creating Brand Advocates

- ☐ Know Your Brand-Trust Goals (and how to measure)
- ☐ Always Be Authentic
- ☐ Appoint your Authentic Brand Leader
- ☐ Deliver an Authentic, Consistent Customer Experience (CX)
- ☐ Focus More on Relationships than Conversions
- ☐ Embrace Transparency
- ☐ Build and Amplify Brand Ambassadors Voices



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

Graphic Designer
Design and Project Integration



Vito Tulimiero

Senior Account Executive
Brand and Program
Conception



Dave Newell

Senior Project Manager
Brand and Project Integration

Brand Crafters, Brand Presenters

Image 4 is an energetic, award-winning collaborative group of practice experts who love creating and delivering **Authentic Brands.**

Every day we conceive, design, engineer and build great brands for our clients – to help them grow their businesses.

How can we grow Your business?





IMAGE 4

Visit us on-line via Zoom, and soon at our headquarters in Manchester,
New Hampshire,
or at the Architectural Innovation Center in New York City.

Corporate Office:

7 Perimeter Road
Manchester, NH 03103
Phone: 978.615.9669
Fax: 603.644.5810

By Appointment, please inquire

New York Office:

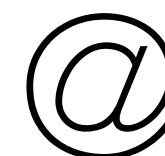
Astor Place
740 Broadway 11th Floor
New York, NY 10003
Phone: 646.849.9211

By Appointment, please inquire



1-800-735-1130

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sales@image4.com

Reach out, Touch Base



www.image4.com

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