

Understand bank goals
Identify customer needs
Develop strategic approach
Create the branding concept
Design tools and execute

Brand**Focus**

What Is It?

BrandFocus is a marketing solution that provides banks with a strategic approach to packaging and market their bank, it's products and services. 8voCreative's approach is based on a tried and tested process of evaluation, deduction, planning and design that is unique amongst marketing and technology service providers in the Southeast.

Why is it Needed?

Banks are adjusting to rapid changes in the financial services sector with increased competition from both local banks and outsiders. Technology gives predatory banks instant access to your market. The competition are using slicker sales campaigns and smarter product packaging. **BrandFocus** provides your bank with the tools it needs to ward off the competition. We create effective campaigns, compelling content, and scientifically based communications techniques to help you win new business but also keep the business you have safe from the competition.

What Does it Include?

8voCreative's **BrandFocus** is a marketing solution designed specifically for your local community market. Every **BrandFocus** solution is different and custom tailored to meet your bank's unique needs. Some of the specific results are:

- Re-focused brand and marketing strategy
- Updated and modernized brand & corporate identity
- New product packaging and categorization
- Supercharged Web marketing
- Improved cross-selling
- Increased customer and staff loyalty

How Do We Get Started?

The process begins with an initial interview with you and your bankers. We will review your strategic plan, market research and goals for growth. Once we have collected all the information we need, we will create a customized proposal for your **BrandFocus** package.

8voCreative is the only brand and marketing consultancy in the South East focusing solely on serving the banking and financial services industry. Our client's endorsement speak for themselves.

"8voCreative understand our business. They have an uncanny knack of getting our message out right on target."

BILL DACKO - INDEPENDENT BANKERS BANK

"We have worked with 8voCreative both directly for ourselves and for our clients. The value they bring to the bank marketing is incalculable."

JEFF HUNT - KENDRICK PIERCE & CO.

"8voCreative did exactly what they said they would do. They are professional and knowledgeable and I have no hesitation in recommending them to your bank."

LARRY TRACY - SOUTHSHORE COMMUNITY BANK

Other Core Services

BrandLaunch – The complete DeNovo bank brand and marketing solution that provides your bank with everything it needs to start building your bank's community presence and winning customers.

BrandScan – A complete review of your bank's marketing and branding to help your bank determine the best plan of action in times of change.

WebBrand – Development of new and compelling content for your Web site designed to drive new business to your bank using cutting-edge Web design and marketing tools.

Supplementary Services

- Logo Design
- Wayfinding Signage
- Marketing Plans
- Advertising Campaigns
- Direct Mail
- Copy writing
- Digital Photos
- Print Management

