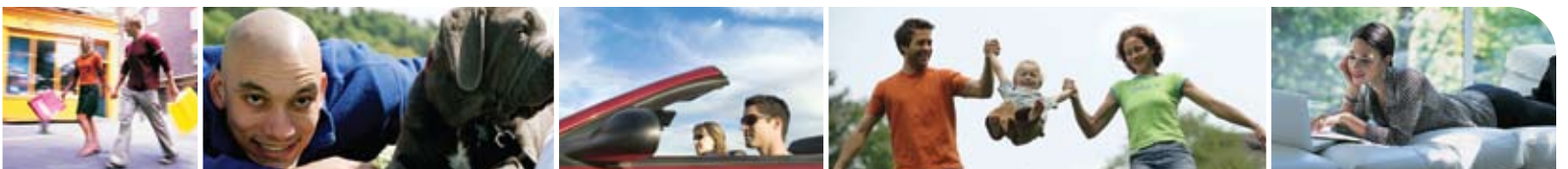


OnPointSM

COMMUNITY CREDIT UNION

How Portland Teachers Credit Union transformed its brand and name through research



WMG BRANDING CASE STUDY: OnPoint Community Credit Union

Objective research simplifies strategic naming decisions.

With more than \$2 billion in assets and 170,000 members, the board and management of Portland Teachers Credit Union wasn't sure if changing its name was the right strategy. But with objective research and focus group testing, Weber Marketing Group helped the 75-year old credit union make the right decision with unquestionable confidence.

Research quickly proved that the old name was a barrier for future growth and confused membership eligibility for those who weren't familiar with Portland Teachers. Some felt the credit union's name was exclusively for teachers, and saw "Portland" as geographically limiting.

The research made a clear case for change, but everyone wondered how a new name would be received. In a series of focus groups, members and non-members expressed surprisingly few negative feelings about a potential name change. Both groups saw value in changing the name to allow the credit union to grow and expand into new markets. The vast majority of PTCU members were receptive to a name change with only a handful of exceptions.

After the decision to change names was made, research was utilized again to evaluate potential names. Of all the names tested, OnPoint Community Credit Union received the highest ranking and was most positively received across all groups. The new name was seen as intelligent, savvy and distinctive, while suggesting a destination — or "point" — to go to for a wide range of financial services.



Rollout Campaign

The new name and brand were introduced to members and the general public with a multimedia rollout campaign that involved print advertising, direct mail, the web, radio and the credit union's first foray into television advertising.



Branch Merchandising

All of the credit union's branches were updated with new signage and retail merchandising over the course of a three-day weekend.



Involving Staff & Helping Them “Live the Brand”

Every employee at the credit union received a “Box of Brand.” This package included a handbook that detailed key aspects of the brand and gave employees concrete suggestions for how they could translate brand strategy into tangible member experiences. The box also contained a small bag of M&M’s showcasing the new corporate colors. A mobile (right) was hung in staff work areas and breakrooms to remind staff of the brand’s key tenets.



Bus Wrap

As part of its initial awareness campaign, the credit union had a city bus wrapped in the new brand identity.



New Brand Identity

Every aspect of the new brand identity was carefully designed and engineered to communicate and reinforce strategic ideas about the credit union — including colors, photography, typography and copy. The new image is smart, savvy and sophisticated.



Updating the Image

It’s important to not let materials “trickle out.” Everything should be updated as quickly as possible to reduce confusion and quell emotional resistance to a new name. This is critical for the items members interact with the most, such as plastics and statements.

Make your brand your biggest
competitive weapon.

To transform your organization through branding and integrated marketing, or just to have a chat, call us at 206.340.6111.

