

CENTRAL BANK

RESEARCH / CORPORATE IDENTITY

RED freshened Central Bank's image in all key elements—logo, branch exterior and interior signage, billboards, and collateral and mailing materials.

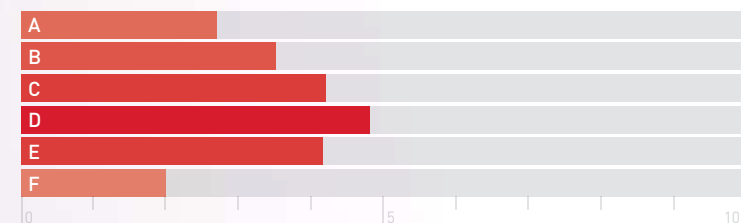
PROJECT OUTCOME / RESEARCH & DESIGN

- › PERSONAL MARKETING STRATEGY THAT ATTRACTED CONSUMERS
- › EFFICIENT AND STRATEGIC MARKETING INITIATIVE DERIVED FROM RESEARCH
- › SUCCESSFUL BRAND TRANSFER ACROSS ALL MEDIUMS

SAMPLE RESEARCH — QUESTION 9 OF 28

Regarding Central Bank, which of the following mood or type of visual communication would you prefer?

- A. Personal Relationships
- B. Bank Brand and image
- C. Facts & Figures
- D. Humor & Cartoons
- E. Testimonials & Services



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...i-Interview responses rated the information and identified the content consumers found to be of the most use.



REDESIGNED



EXTENSION

COMPANY BACKGROUND

Central Bank and Trust has been a landmark in Utah County since 1891. Over the years, they have strived to guarantee security and meet the banking needs of their clients through positive, friendly service.

THE CONSUMER DISCONNECT

In efforts to continue providing quality service for their customers, Central Bank consistently looks for opportunities to expand their cliental and services as well as keep an up-to-date look and approach in the banking industry. RED was first contracted to update the Central Bank logo, which received a fresh new look and maintained brand equity. RED then began to research and design a marketing initiative that would attract and educate consumers on Central Bank's recently expanded services.

DESIGN TO RESEARCH

Two surveys were conducted, with target groups of current Central Bank customers, 25-60 years of age. The initial survey questioned the following areas:

- Reasons for using Central Bank
- Importance of service and atmosphere
- Preferred visual communication regarding Central Bank
- Preferred services and products



Many marketing initiatives for financial institutions depict solid foundations of large buildings focusing on the "brick and mortar" concept and paralleling that to the bank's structure and solidity. Central Bank customers related strongly to the personal relationships they had formed when banking. In fact, survey responses showed that consumers perceived the bank image as warm and friendly, focusing on people and providing service you could rely on rather than a solid unfriendly structure.

RESEARCH TO DESIGN

With the initial research in mind, RED designed three varied marketing initiatives and used those for the basis of a second survey to verify that they had the right approach.

Campaign 1: Personable approach focusing on real life people and their success with Central Bank

Campaign 2: Central Bank sign emphasizing

a solid and stable financial foundation.

Campaign 3: Small business solutions portraying Central Bank as the cure to the aches and pains of banking as a small business.

The second survey verified that consumers preferred the personable approach. Campaign 1 rated higher each time in regards to:

- Consumer appeal
- Consumer perception of Central Bank
- Emotional response
- Appeal to small business owners

CONCLUSION

RED's research and design provided Central Bank with a unique marketing approach that set them and their service apart from competitors. The marketing strategy was utilized in all aspects, branching from company brochures and literature, to signage. Central Bank has been able to build its business account and strengthen its position as the personal bank of choice. With a fresh logo and a new marketing initiative, Central Bank continues to entice current and potential clients to enjoy professional banking services in a friendly and personal atmosphere.

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