## The Roadmap to Rebrands

Should you pump the breaks or put the pedal to the floor on a rebrand? Perhaps you have a legacy brand that no longer reflects the credit union or community bank that you are today. A rebrand can be a wild ride, but sometimes the road less traveled is less traveled for a reason. Before you speed down the fast lane, keep your eyes on the road.

YOU HAVE A STORY WORTH SHARING

Instead of unlocking our gifts and releasing the power and potential of our brand, we often turn to what everybody else does. A stale or plain brand can be reinvigorated when you stop telling consumers what to do and start telling stories people can identify with.

YOU SEEK TO FIX INTERNAL ISSUES

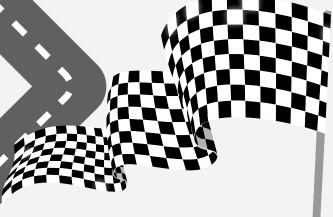
A rebrand
cannot save
your organization.
Through a rebrand,
you should gain a better
understanding of what it takes
to succeed. Leadership, however,
ultimately fuels the engine.
Rebrands die hard because of
disorganized, insecure,
toxic organizations.



Not all good
companies are
great employers,
particularly when it is so
easy to settle for less. Whether
you seek to attract and engage
top talent or build consumer loyalty,
your employer brand must be competitive,
compelling and have purpose.



Sometimes our
eagerness to prove
ourselves overwhelms
us. We work toward a finished
product and not long-term growth
and fulfillment. We should be patient
and be consistent in building a culture
of greatness. Without persistent
preparation and action,
a rebrand will quickly
become a novelty.



## YOU'RE READY TO LEAD BY EXAMPLE

Are you attracting the right people?

Has your field of membership changed?

The cost of living, education, quality of life and political climate within your community is certainly different than it was 10, 20, 50 years ago. With a rebrand, you can realign your principles to reflect the people you serve.

YOU WISH TO BE A COOL KID

culture.

kids... they seem
to fit in. There certainly
is nothing wrong with drawing
inspiration from others. But your
brand is much more than a
snazzy logo. If all you seek
is a new name, you're
not leading change,
building a brand or
strengthening your
organization's

We get it.



## YOU'RE READY TO GIVE VALUE FIRST





It is your duty to get
your board and your staff
excited about change. However,
if your team already has faith in
the organization's vision and you are
still receiving pushback, you may be pressing
for change for change sake. A rebrand will be
stonewalled if there's no buy-in.



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## **Rev Up Your Engines**

The road to success is not always easy to navigate, but a well-crafted rebrand creates alignment, loyalty and an understanding within your organization. At your marketing co., we create enduring brands for credit unions and community banks who seek to become dynamic, growing financial institutions.