

Credit Union of Denver

Positioning a Credit Union as a Smart Financial Move



- Positioning and Brand Strategy Development
- New Corporate Identity
- Print and Radio Campaign

The Challenge:

Over the past two decades, credit unions in general have struggled to establish a clear and understandable position within the financial services industry. While most people have heard of credit unions, most are not ‘members’ and many are not clear about the difference between credit unions and banks. As competition among banks continues to grow, Credit Union of Denver (CUD) recognized the need to create a stronger value proposition, position and brand identity that would not only help CUD stand out from the competition, but that would also educate consumers about the differentiating value and benefits that CUD offered over traditional banks.

Banks vs. Credit Unions.

As one of Colorado’s oldest, largest and financially secure credit unions, Credit Union of Denver offered members exceptional rates and service. Unlike for-profit banks, whose sole purpose is to increase the wealth of stockholders, CUD is a member-owned financial cooperative. As such, their primary focus is to return as much value back to members in the form of lower rates and higher yields. In addition to offering members ‘more overall financial value’, CUD has an exceptional customer service commitment and offers a wide selection of products and services.

The Solution:

CUD had been in existence since the 1950's. They had an outdated image, a disorganized range of messaging and lacked a single value proposition around which the market could begin to identify CUD. We did an industry and competitive analysis and also conducted a series of internal assessments with key CUD leadership team members to further assess the spirit, commitment, history and service offerings of the organization. We emerged with the following key insights leading to the crafting of the new CUD brand:

- CUD offered members smarter financial returns in the form of better rates and yields than other financial institutions.
- CUD offered members smarter emotional returns in the form of more personal attention, member loyalty, flexibility and overall smarter returns on their money
- These features combined with CUD's 75-year legacy, financial stability, wide range of products and services gave customers a sense of security, trust and personal satisfaction in achieving their financial goals.
- People who were already members of Credit Union of Denver were keenly aware of the additional 'value' that CUD offered and therefore, were our best spokespeople.

The Re- Branding Results:

- **A new competitive positioning:** Based on our key discoveries, we repositioned CUD as providing 'more overall value' to customers and therefore would be the 'smart choice' for anyone looking for more overall financial and personal value from their primary financial institution.
- **A new tagline:** CUD's new tagline 'Smart. Like You' would reflect 'more overall value' while also reinforcing the individual savvyness of choosing CUD as your primary financial institution
- **A new logo** was developed for CUD that leveraged some of the organization's historical icons and corporate colors while giving them a fresh, clean image.
- **Graphic Standard Templates:** new collateral templates were created that freshened up CUD's overall image while integrating the new brand position into all future materials.
- **Print and Radio Campaign:** a multi-media campaign was created and launched leveraging the 'Smart. Like You.' campaign theme and featuring actual CUD members in settings that demonstrate their individual 'savvyness' when it comes to looking for 'smart value'.

Please visit: www.cudenver.com to witness the brand in action.