

## Why Branding is Crucial in Banking

JULIE WILCOX

Grand Rapids State Bank | Minnesota Lakes Bank  
*Senior Vice President – Marketing, Brand Management & Communications*

KRISTI POLING

Grand Rapids State Bank | Minnesota Lakes Bank  
*Marketing and Creative Services Manager*



what is a  
**BRAND**



A brand is the collective **impact** or lasting **impression** from all that is experienced by customers who come into contact with a company and/or its products and services.



how do you  
**DEFINE**  
a brand





A brand includes the **feelings** that consumers get when they use your products and services.



why is it  
**IMPORTANT**  
to have a brand



A product or service can **easily be forgotten** if it is not positioned as revolutionary early and often.



Why is branding  
**CRUCIAL**  
in banking



Your brand can and should be a competitive differentiator.



Let's take a look at some popular brands.



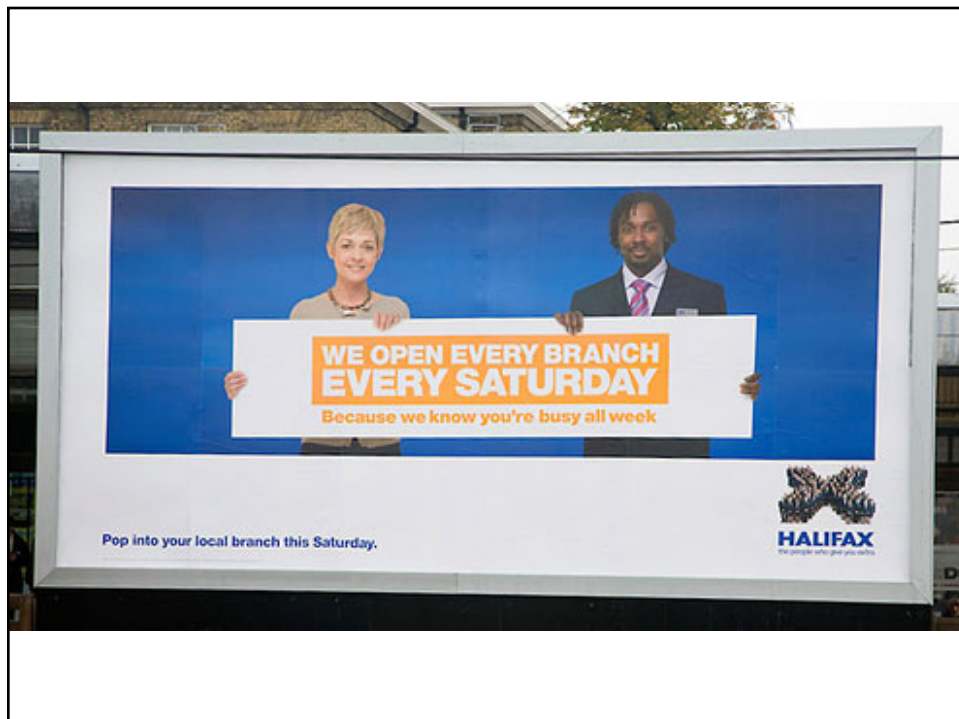


**amazon**



The Detail Doctor





Think of your bank's brand.



How do your  
**CUSTOMERS**  
view your brand



Brand perception is a result of a consumer's experiences with a brand.



How do you  
**IMPLEMENT**  
your brand?





Staff must understand and effectively communicate your brand.



Create brand awareness through marketing.



What if you  
**DON'T HAVE**  
a brand?



Research

Pick a message

Define your audience

Develop your mission

Apply and evolve







Current Campaign:  
**MY COMMUNITY, MY BANK™**



## Campaign evolution

The advertisement layout features a horizontal line of stylized green trees across the middle. Below the trees, the text "Your community, your bank" is centered in a bold, green, sans-serif font. In the bottom left corner is the Grand Rapids State Bank logo, which includes a tree icon and the text "GRAND RAPIDS STATE BANK" and "SINCE 1914". To the right of the logo is the text "Proudly serving Grand Rapids since 1914 | grsb.com". In the bottom right corner is the Equal Housing Lender logo, which includes a house icon and the text "EQUAL OPPORTUNITY LENDER FDIC". The Wilcox Bancshares, Inc. logo is in the bottom right corner of the entire advertisement area.

**Your community, your bank**

**GRAND RAPIDS STATE BANK**  
SINCE 1914

Proudly serving Grand Rapids since 1914 | grsb.com

**WILCOX**  
BANCSHARES, INC.

EQUAL OPPORTUNITY LENDER FDIC



**YOUR LOCAL COMMUNITY BANK**

We are proud to be a community bank. With family roots in banking for four generations, we understand what it takes to survive and succeed. We make decisions quickly, and we can help you succeed, too. Stop by and visit. Let our community bankers show you why they'd love your business.



**MINNESOTA LAKES BANK** Your local community bank  
 mnlakesbank.com

2290 Commerce Blvd., Mound, MN 952.472.5556 | 710 Babcock Blvd. E, Delano, MN 763.972.3385






Staff

Retail customers

Commercial customers



Humanizing

Relevant

Relatable



Social media

Billboards

Television

Radio

Digital boards

Magazines

Newspapers











**MY COMMUNITY, MY BANK™**

"What I really appreciate about Grand Rapids State Bank is the flexibility and personal service I receive. It feels good when bankers listen to what you need and then find ways to help. We recently completed a remodeling of our building. We borrowed money to complete that project, and the people at the bank took good care of us. Some of the other services we use—credit card processing and Internet banking—are awesome. As a community bank, their technology is as good as any of the larger national banks. We've had a long banking relationship with Grand Rapids State Bank. This is my community and my bank."

John Arheason  
Owner, Arheason Tire Inc.



**MY COMMUNITY, MY BANK™**  
grandrapidsbank.com | 2200 Commerce Blvd., Grand Rapids, MI 49503-3944 | 1-800-368-3888 Grand Rapids, MI 49503-3944





**MY COMMUNITY, MY BANK™**

"It's nice to be able to interact with all of the people within the community and provide them with the services Grand Rapids State Bank has to offer. For me, as a young banker, I appreciate our online banking. It's great to work at a bank that can offer efficient products, such as mobile banking, to our customers. Our different services, whether it be online or in person, offer the most convenience for our customers. This is my community and my bank."

Tucker Johnson  
Teller



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**MY COMMUNITY, MY BANK™**

"I bank at Minnesota Lakes Bank because they're local. If I have problems, they work with me to figure things out. They understand the importance of a community working together. I know who they are, and they respect me as a business owner. That relationship is valuable to my business and the entire community. This is my community and my bank."

Bruce Dodds  
Owner, Mound True Value Hardware & Paint



**MY COMMUNITY, MY BANK™**  
minnesotalakesbank.com | 2200 Commerce Blvd., Mound, MN | 952-472-5558





**MY COMMUNITY, MY BANK™**

"I'm here to help customers in as many ways as I can. I really like the opportunity I've had here to expand my knowledge of banking. I began working part-time when I was a sophomore in high school; seven years later, I'm a veteran community banker. This is my community and my bank."

Jenny Drosch  
Universal Banker



**MY COMMUNITY, MY BANK™**  
minnesotalakesbank.com | 2200 Commerce Blvd., Mound, MN | 952-472-5558





**“My hometown,  
family-owned  
bank is the only  
option for me!”**

*Sarah Berg  
Owner, 3 Months Sun Photography*

**MY COMMUNITY, MY BANK™**



MEMBER  
FDIC





**“GRSB understands  
what it takes to  
manage a business.”**

*Lewis Kellin, GRSB customer*

**MY COMMUNITY, MY BANK™**



MEMBER  
FDIC





**“They believe  
in my business.”**

*Miguel Barboza  
Owner, El Potro Mexican Restaurant*

**MY COMMUNITY, MY BANK™**

**GRAND RAPIDS  
STATE BANK**  
• est. 1914 •

MEMBER  
FDIC





**WILCOX**  
— BANCSHARES, INC. —



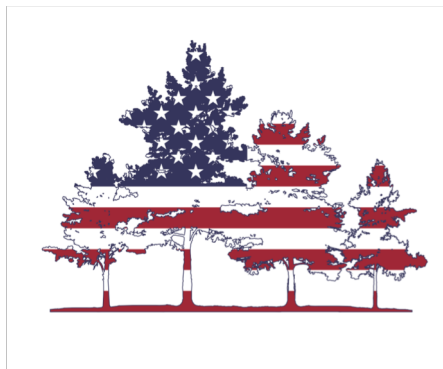




The outcome



Our audiences  
**RECOGNIZE**  
our brands



Loan portfolios are  
**THE HIGHEST**  
they've ever been



Customer  
**INTERACTIONS**  
have increased



Let's recap.



Julie Wilcox  
@MrsJAWilcox | julie.wilcox@grsb.com

Kristi Poling  
kristi.poling@grsb.com



@grandrapidsstatebank



@grsb



@grandrapidsstatebank



Grand Rapids State Bank



@mnlakesbank



@mnlakesbank



@mnlakesbank



Minnesota Lakes Bank

