

Eide Bailly Presents:  
**Mills Marketing Smart Bold**  
**3-Part Webinar Series**

**Part 3: REIGNITE**

Reignite Your Brand

December 2020





The background of the slide is a warm, orange-toned photograph. It depicts a person's hand holding a glowing lightbulb, which is positioned over several stacks of coins on a dark surface. The overall atmosphere is one of innovation and financial success.

## 5 Things Every CEO Wants

- Core Relationship Growth
- Low-Cost Deposits
- Value Creation
- Non-Interest Income
- Asset Quality





# What's your brand plan, Stan?



Storytelling without a purpose

Social spending without purpose

Answer the “why”





# Worried? You're not alone ...

When compared to other industries, banks have experienced the least growth in brand value over the last 10 years.

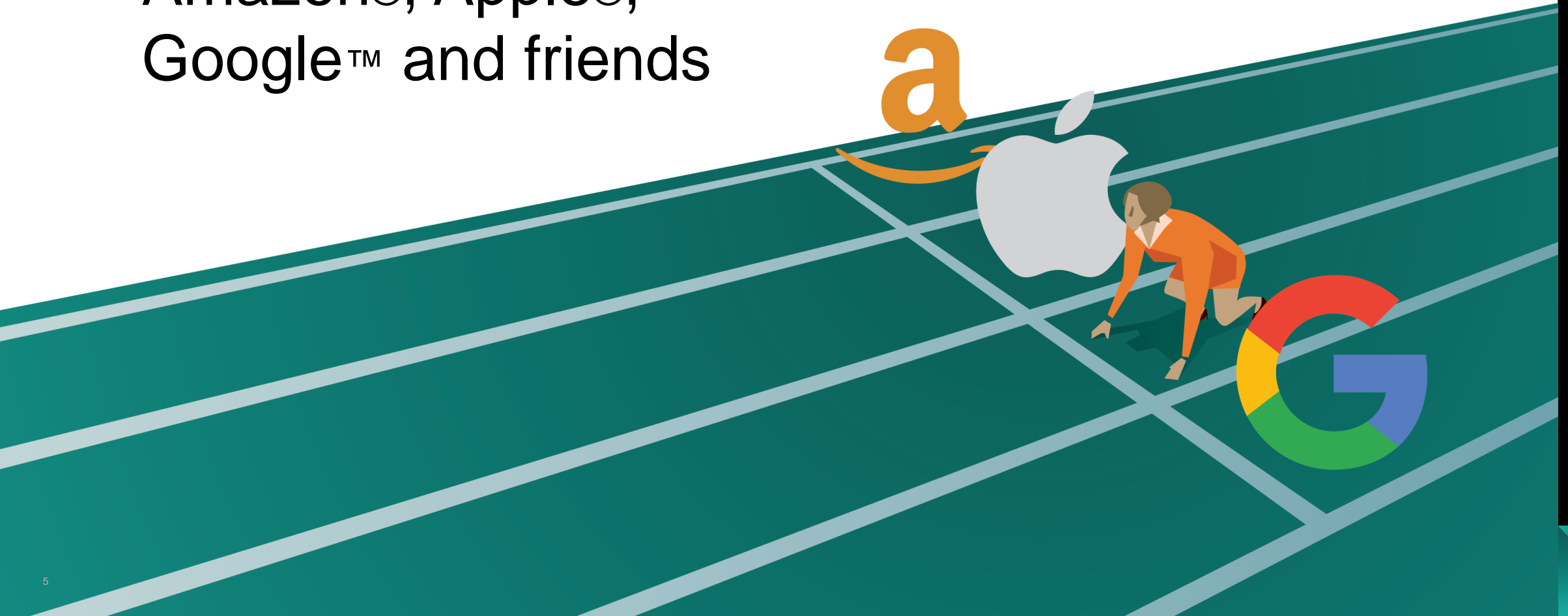
Source: Val Srinivas, "Banking reimagined – How disruptive forces will radically transform the industry in the decade ahead," 2016, Deloitte Centre for Financial Services.





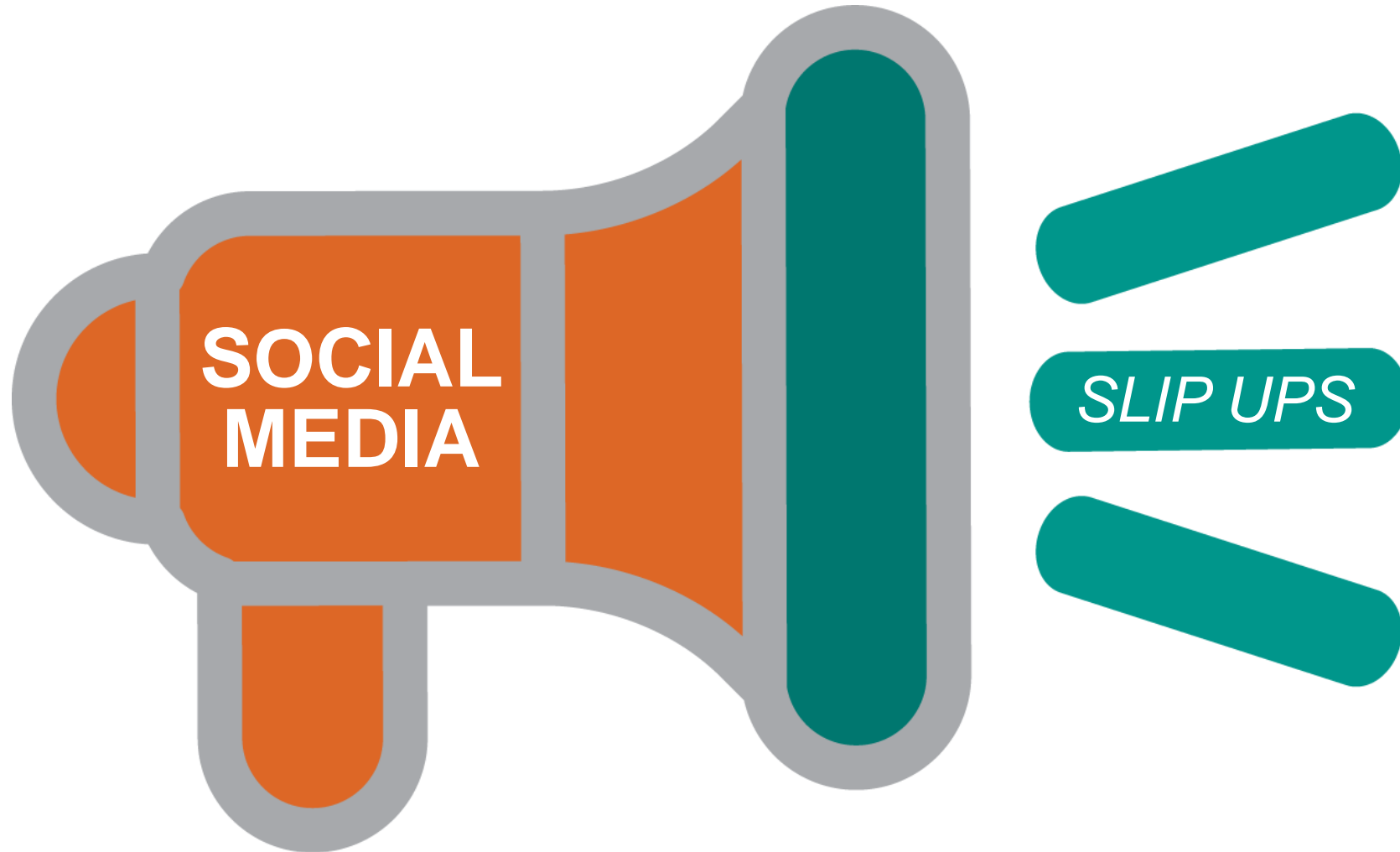
# The bad news ...

You're competing with  
Amazon®, Apple®,  
Google™ and friends





# A little more bad news ...





# Something to remember ...

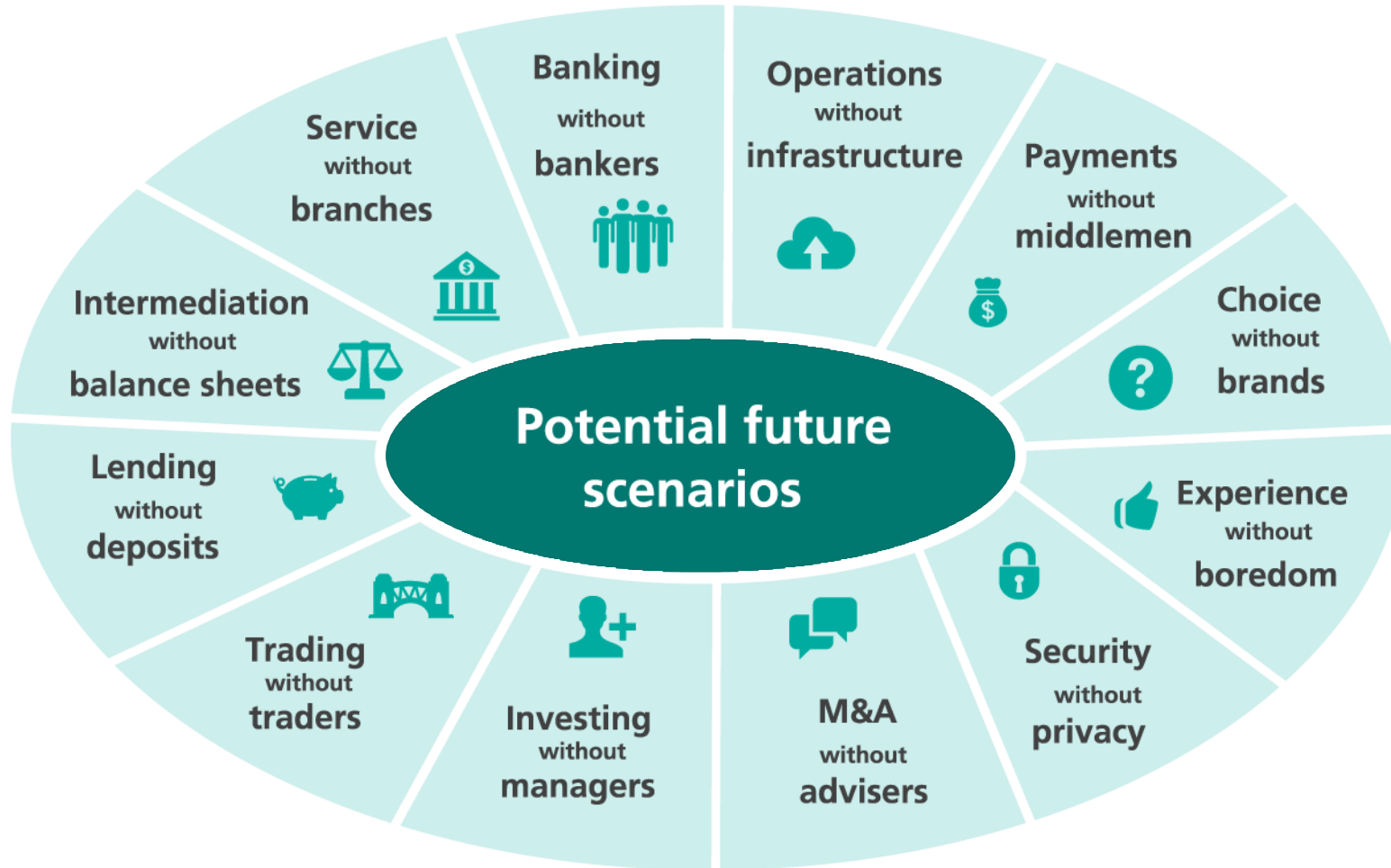


**Brand Experience  
Won't Be Universal**





# Reimagining the Future of Banking



Source: Val Srinivas, "Banking reimagined – How disruptive forces will radically transform the industry in the decade ahead," 2016, Deloitte Centre for Financial Services.





# And ...

Millennials will continue to be less influenced by banking brands, more by social mission, giving mission and values.



Source: Val Srinivas, "Banking reimagined – How disruptive forces will radically transform the industry in the decade ahead," 2016, Deloitte Centre for Financial Services.





# How Brands Add Value

## **Save Time**

Simple

Easy

## **Save Money**

Affordable

Bundle/  
Subscription

## **Enhance Well-being**

Ego

Status

Power

Excitement





# How to do it ...

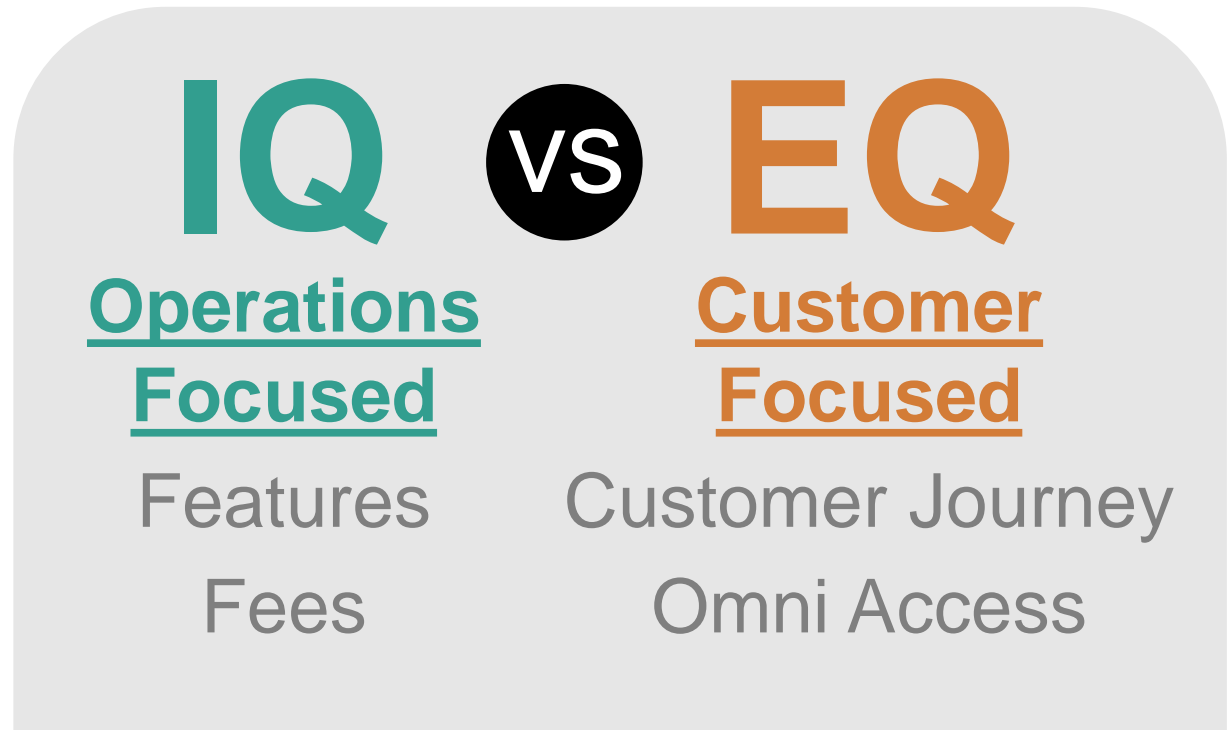
- ☐ Build and measure trust
- ☐ Avoid scope creep
- ☐ Make a “don’t do” list
- ☐ Move from segmentation to personalization





# Skills for Brand Success

- Ability to pivot
- Creativity
- Transformation from IQ to EQ





# Branding Roadblocks



Armchair Quarterbacks



Incumbency Curse



Committees

Source: "Q&A: Real-World Rebranding Lessons from a CMO in the Financial Industry," Bill Streeter. August 2018, The Financial Brand.





# Your Rebranding Defense



Source: "Q&A: Real-World Rebranding Lessons from a CMO in the Financial Industry," Bill Streeter. August 2018, The Financial Brand.





# How to get it done ...

**C-Suite Commitment**

**PR/Corporate Citizenship Alignment**

**Resources**





# Your Responsibility

A brand lasts  
20-30 years

**Do it right.**

Source: "Q&A: Real-World Rebranding Lessons from a CMO in the Financial Industry," Bill Streeter, August 2018, The Financial Brand.





# The Business Case for Creativity

Companies that embrace creativity outperform peers and competitors on key business performance indicators, including:



Revenue Growth



Market Share

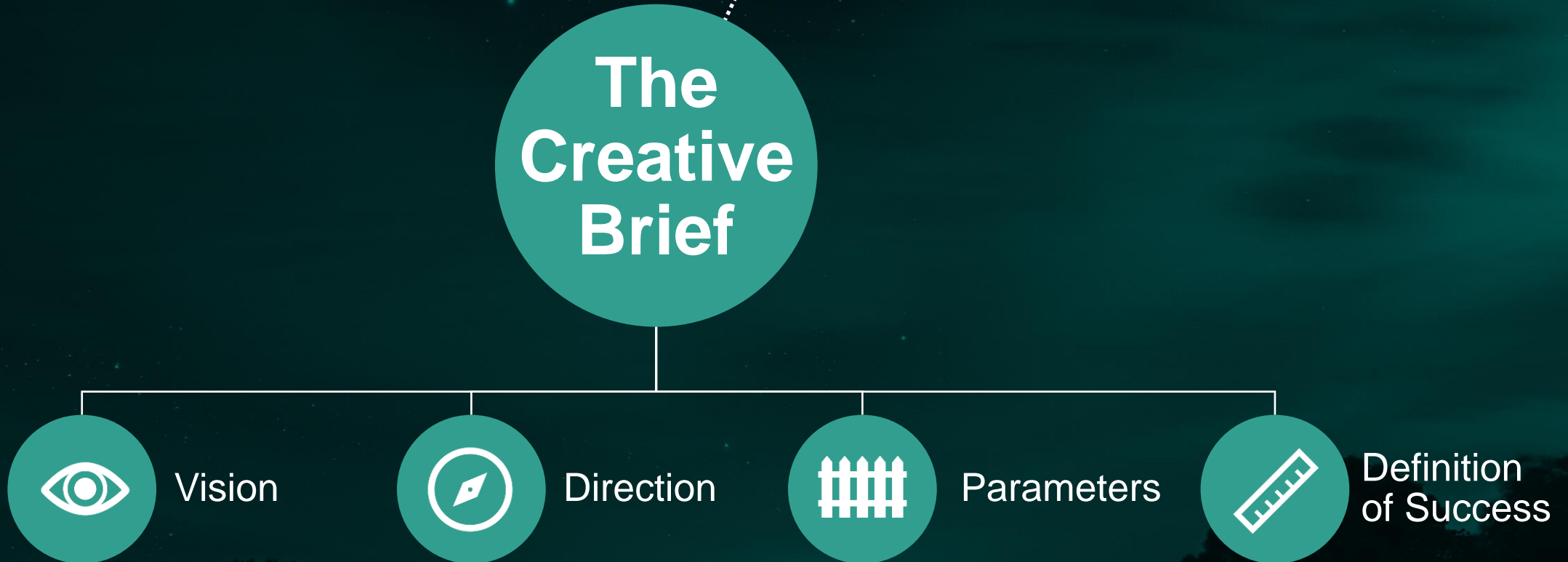


Talent Acquisition





# Your North Star





# Common Mistakes

## 1. Don't data dump.

Be complete but relevant.

## 2. Don't delegate.

The intern doesn't know what you do.

## 3. Avoid scope creep.

Stick to what you need and why.





# Don't Forget Context



Current economic climate



Cultural or social current events





# Make Creativity a Genuine Business Objective

Source: "The Creative Dividend - How Creativity Impacts Business Results," Forrester Consulting Thought Leadership Paper Commissioned by Adobe. August 2014.





Establish hard standard  
business practices  
meant to inspire  
creativity and new ideas.





# Foster collaboration with customers.





Rate and fund  
new ideas.





**How are you going to build and measure trust in 2021?**

Create a creativity award for your bank, including criteria for winning and the reward.







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# Thank you!

