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THE FINANCIAL BRAND **FORUM**



FINANCIAL **BRAND** *MAKEOVER*

Keys to Strategic
Brand Differentiation
& Awareness

**PREMIER
AMERICA**
CREDIT UNION



Brand Film can be viewed at
strumagency.com/fbf-premier

**PREMIER
AMERICA**
CREDIT UNION

PREMIER AMERICA
CREDIT UNION

PREMIER AMERICA CREDIT
UNION



**PREMIER
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**PREMIER
AMERICA**
CREDIT UNION

$$P + A = Q$$



Premier America's brand story in five parts

- 1 LEGACY & CHANGE
- 2 PEOPLE & PROCESS
- 3 CONCEPT & DESIGN
- 4 CULTURE & IMPACT
- 5 TIPS & ADVICE

Abstract white geometric lines forming a series of nested, elongated triangles pointing towards the top left corner of the image.

LEGACY & CHANGE

Premier America

Headquartered in Chatsworth, CA
Los Angeles / Ventura counties, CA
Harris County, TX

\$3.5 billion, 117k members, 21 branches



If You Love The Road,
You'll Love Our Low Rates!



Everyone loves low rates and flexible terms. Premier America Credit Union makes it easy for you to save on a new car or refinance an existing loan from another lender.

APPLY ONLINE OR IN BRANCH TODAY!

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CREDIT UNION
Bank Where You Want Your Money™

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CERTIFICATE SPECIAL!

GET MORE FOR YOUR HARD-EARNED SAVINGS!

17-MONTH CERTIFICATE
MINIMUM \$1000

Ask For Details!

Premier America
CREDIT UNION

PremierAmerica.com/WEED | 800-372-4000



THERE IS A DIFFERENCE

YOU

Counting is what distinguishes credit unions from the world's financial institutions. Credit unions have always been member-owned, with the best possible interest rates on all our loans and deposits.

Premier America
CREDIT UNION
Bank Where You Want Your Money™

Premier Privileges Rewards Mastercard®



SAVE MORE, EARN MORE, DO MORE.

Premier America
CREDIT UNION

Brand Challenges to Solve

Brand did not reflect changing demographics

Aging base

Limited growth within community

Inconsistent brand experience

Opportunity to lead with values

Our brand needed to
reflect who we are and
what we believe in.

PEOPLE & PROCESS

The image features a solid blue background. In the center, the text "PEOPLE & PROCESS" is written in a white, clean, sans-serif font. The ampersand is stylized and slightly larger than the other characters. To the right of the text, there are several large, thin, white curved lines that sweep across the upper and lower right portions of the frame, creating a sense of movement and modern design.



Building the Right Team

(and the parts they play)

The Best Laid Plans...



How do we want people to feel?
&
How do we help them feel it?

CONCEPT & DESIGN



What is a high-functioning brand?

Effective Collaboration

Why it matters

When it works

How to harness it



Sequential
Development

vs.

Holistic
Concepting

Sequential Development

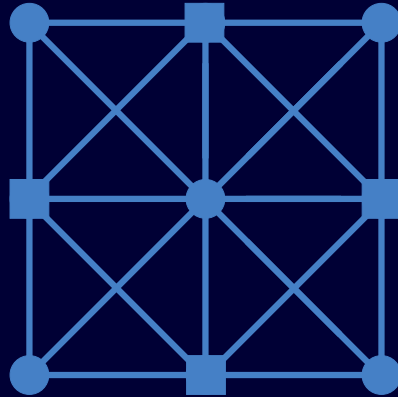


May feel safer

Pulls to the middle

Typically takes longer

Holistic Concepting



Higher stakes · Deeper integration · Fewer surprises



First round: 4 highly-developed brand systems.





ORTUNITY & EXPERIENCE

PREMIER
AMERICA
CREDIT UNION



Selected Concept

(except the color)

TEACHERS &
LIBRARIANS &
ESTHETICIANS &
CRANE
OPERATORS &
BARTENDERS &
CROSSING
GUARDS &
YOU.

PREMIER AMERICA
CREDIT UNION



PREMIER
AMERICA



Now what?

Rules and Guidelines

Document it

Be consistent

But don't lose
the brand in
the rules



Abstract white geometric lines on a blue background, forming a stylized 'A' or 'F' shape.

CULTURE & IMPACT

MEMBER TESTIMONIAL

yelp 

★★★★★ Thousand Oaks

Hilda was amazing and was beyond helpful. She made it quick and easy and the customer service is fantastic. If I could give her six stars I would!!!

Angel D.

MEMBER TESTIMONIAL

yelp 

★★★★★ Chatsworth

Dear Orlando and Michael,

My husband and I want to thank you for your extremely efficient & professional assistance in our **home loan refinancing**. It was an absolute pleasure corresponding with you and am grateful for your prompt response and services you had rendered.

Evelyn M.









Looking To the Future

Investing in technology

Reflecting our community

Increasing value to consumers

Inclusive lending solutions

Enhancing financial wellness





TIPS & ADVICE

CLIENT ADVICE

PREMIER AMERICA
CREDIT UNION

Know your *why* and
get rooted early

There will be surprises —
be prepared

Keep telling the story

Diversify your team and
be prepared to listen

Think in terms of culture

Embrace what makes you
uncomfortable

AGENCY **ADVICE**

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