



Signage Solution Carries Consistent Messaging Across Widely Dispersed Credit Union Locations

CarolinasTelco Federal Credit Union (CTFCU) opened its doors in 1934 to serve the employees of the Southern Bell telephone system in North and South Carolina. In 2006, the credit union expanded its field of membership to include all current and retired telecommunications industry employees, their families, and household members. With approximately \$450 million in assets, CTFCU operates nine locations across the Carolinas, including its headquarters in Charlotte, North Carolina.

Today, CTFCU serves approximately 38,000 members. Corey Brickers, SVP Marketing and Business Development, used his previous experience working in the broadband industry to identify eligible new member groups within the ever-changing telecommunications industry. Brickers found a number of opportunities in untapped areas of telecommunications, including fiber optics, VOIP (Voice over IP), telecom equipment manufacturing, and broadband transmission services.

Read on to find out how CTFCU got visual merchandising right.

Challenge

After conducting a thorough marketing review, CTFCU discovered inconsistent messaging in its branch lobbies. In some cases, outdated signage didn't convey the forward-thinking trajectory of the credit union. Attempts at designing promotional posters using local vendors were unsuccessful. "When the first set of posters from another vendor arrived, the backing started peeling off immediately. We ended up shipping them all back," Brickers recounts.

With a dispersed branch network over two states, CTFCU needed a modular solution that was uniform, quick to install, and easy to change each quarter.

Additionally, the marketing team wanted signs with



simple brand messaging that would not compete with the digital signage. "We

needed a consistent look and feel to help us control the message being delivered at each branch," Brickers explains.

Solution

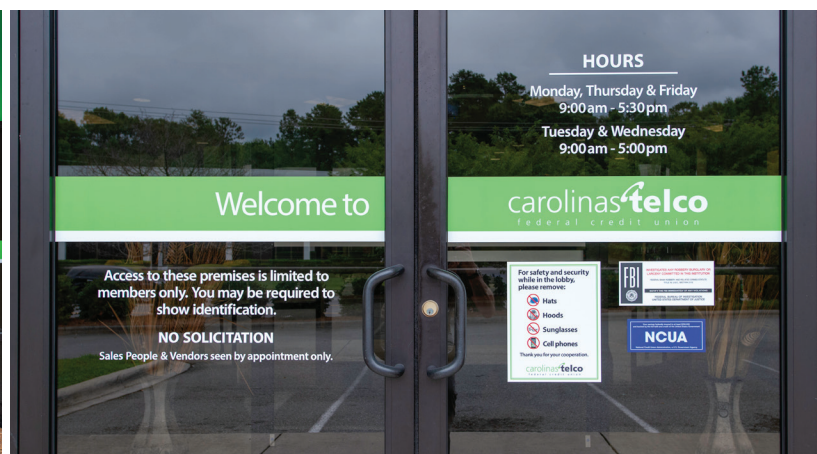
CTFCU selected Kane Poster Blocks™ for its extensive branch refresh efforts. After conducting extensive due diligence, Brickers needed to convey the solution's value to the rest of the executive team. Securing the buy-in of the credit union's CEO, Chris Dickman, required a well-researched presentation showing how the signage would benefit the credit union overall. Being able to communicate the need for the solution and the value that it brought was key.

"I received glowing references for Kane Graphical from various financial institutions around the country, ranging from a small one-branch credit union to much larger institutions," Brickers says. "After completing our research, we determined that Kane's system best fit our needs."

The creative process began in early July 2018. CTFCU's marketing team chose artwork and messaging, based on discussions with Kane. Presentation books provided by Kane helped the credit union to visualize the final look of the posters before installation.

(Top left and right) Kane Graphical Door & Window Banding establishes a consistent branded look throughout the credit union's "attack zone."

(Bottom left) Kane Poster Blocks features customized messaging about current product offerings. (Bottom right) Kane Graphical Regulatory Signage consolidates and clearly presents required legal messaging at the teller area.



In November 2018, the credit union installed the system at two branches. A few months later, installers completed work at six other offices. "Installing the frames was easy. The Kane Graphical team discussed its plan with me before the first piece went up on the walls," explains Brickers. "The project manager was always available by phone or text if I had a question during the process."

The Kane Poster Blocks complement the existing digital signage within CTFCU offices. The displays typically show news-oriented messages, while the poster system features minimal text, attractive graphics, and product awareness. "I wanted this solution to be highly visible without being overwhelming," Brickers points out. "The signs should raise awareness for our core products, without being obtrusive. Members might not recall seeing a sign about a mortgage, but think of us immediately when it's time to purchase a home."

With the help of Kane Poster Blocks, CTFCU is better able to convey its unique benefits available to members. "Each sign communicates our values and personality. It says a lot about who we are and how we seek to serve our membership," Brickers points out. "We keep our messaging short and sweet, giving just enough product information. We let people go on with their day, but when a need arises, they know we're here."

(Below, clockwise, starting upper left) CarolinasTelco Federal Credit Union can update Kane Poster Block messaging in minutes.

Results

Implementing the Kane Poster Blocks has been a very successful undertaking for the credit union. Employee reaction has been overwhelmingly positive, following a brief adjustment period. "Although some team members were initially apprehensive, most experienced an 'Aha!' moment after the first poster block was installed. Our staff saw the value," he explained.

Switching out posters is simple and intuitive for the employees, taking less than an hour to change the signage throughout each location. "It's almost like LEGOs," Brickers reports. "They snap together with magnets and have guides to keep them level. In addition, Kane Graphical delivers the messaging in boxes capable of holding all the campaigns. Each is marked with a picture of what's inside. They can slide behind a desk or cabinet until we need them."

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(Right top and bottom): CTFCU displays a variety of signage in the teller area where long dwell times assure maximum messaging impact.



“Kane Graphical greatly reduced our role in managing the update process,” Brickers points out. “At the start of every quarter, we’ll simply let branches know it’s time for the next campaign and direct employees to switch out the posters. That’s a big benefit for a branch network that is dispersed like ours,” Brickers says.

While the Kane Poster Block system is not an inexpensive solution, it became an economical decision for CTFCU, due to the savings of time and effort. “When we priced out the components and factored in logistics, we found cost savings versus doing it ourselves,” he explains. “We also saved on indirect costs like scheduling and coordinating.”

Corey Brickers offers some advice for others looking at the Kane Poster Block solution. “First, if you’re a smaller institution with a fixed marketing budget, try not to have ‘sticker-shock,’” he offers. “And even if you’re building out a digital strategy, never forget the importance of the branch network. If you’re not delivering consistent messages across all interaction channels, then your members will notice. They’ll form an opinion about whether they want to begin or continue to do business with you.”

Despite the price tag, Brickers realizes that Kane Poster Blocks were the right investment for the credit union. “I felt strongly that it was a good solution,” he says. “I am very pleased with our new and improved appearance at each branch.”

CTFCU uses a variety of Kane Graphical messaging solutions to provide a consistent look and feel throughout its branches.

