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# The Role of the Board in Marketing and Brand Strategy

Credit Union Leadership Forum  
February 14, 2011



# Credit Union Leadership Forum

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- Credit Union Leadership Forum is a joint venture of *Credit Union Times* and Stuart Levine & Associates LLC.
- Our mission: *To strengthen boards of directors by providing learning opportunities that ensure credit union stability and growth*
- The Credit Union Leadership Forum offers continuous learning through, information, surveys, web seminars, peer-to-peer exchanges, roundtables and custom in person board room educational programs

# On the Webcast Today

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**Stuart R. Levine** – Chairman & CEO of Stuart Levine & Associates LLC. Director, Broadridge Financial Solutions, Inc. , Lead Director for J. D'Addario & Company, Inc., Advisory Council of the New York Stock Exchange



**Peter Hubbell** – Executive VP, General Manager, Saatchi & Saatchi



**Linda Armyn** - Senior Vice President, Corporate Development Government Affairs, Bethpage Federal Credit Union



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# Marketing and Brand Strategy

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# The New Customer

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*We live in a time of unprecedented change. Customers are changing before our eyes. Their pace is faster; their demands are louder; they are driving a major shift in the economy.*

The New Customer Has 6 Questions:

1. What can you offer me beyond price?
2. What do you *really* know about me?
3. What do I know about you?
4. Why do choices occupy so much of my time?
5. What do we have to *talk* about?
6. Can you keep up with me?



# The New Economy

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## Attention Economy

**Interruption**

**Inform**

**One-to-Many**

**Reactive**



## Attraction Economy

**Engage**

**Inspire**

**Many-to-One**

**Interactive**





# Attracting The New Members

## Three Imperatives

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- Reframe, Reframe, Reframe
- Ignite Interest with Emotion
- Unleash Experiences



# Attracting The New Members

## Reframe, Reframe, Reframe

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- Wrench yourself out of the familiar and the predictable.
- Jump shift your value comparisons.
- Stand for what is truly relevant to your customer before they reframe you.





# Attracting the New Members

## Ignite Interest with Emotion

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- Humans are powered and connected by emotion. Emotional elements control as much as 85% of our decision making process.
- *"Reason leads to conclusions. Emotion leads to action."* (Neurologist Donald Calne)



# Attracting The New Members

## Unleash Experiences

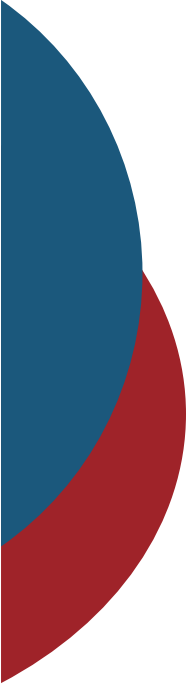
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- People want to get more than great products and services. They want to do more than choosing and using.
- They prefer brands that offer the promise of positive, memorable experiences.

# Building Brands that Attract

## LOYALTY BEYOND REASON

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**LOW AWARENESS**

UNKNOWN

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