
Adrenaline



The ROI of Rebranding

*Best Practices to Measure Business Value
for Financial Brands*

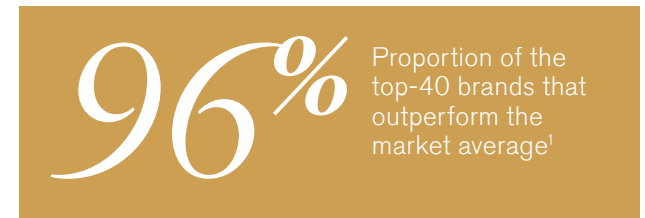


Why Rebrand?

For any financial institution looking to grow, a brand based on sound strategy is foundational to success – now and for the future. Building strong brands is how companies stand out and connect with audiences that matter, and ultimately, is what empowers businesses to thrive.

Data has consistently shown the strength of the best brands. For 20 years, McKinsey¹ has analyzed how powerful brands outperform the market and found that the **40 strongest brands yield almost twice the total return to shareholders.**

Even more, **brand differentiation drives most of this market performance**, accounting for 35% of brand impact on this meaningful measure.



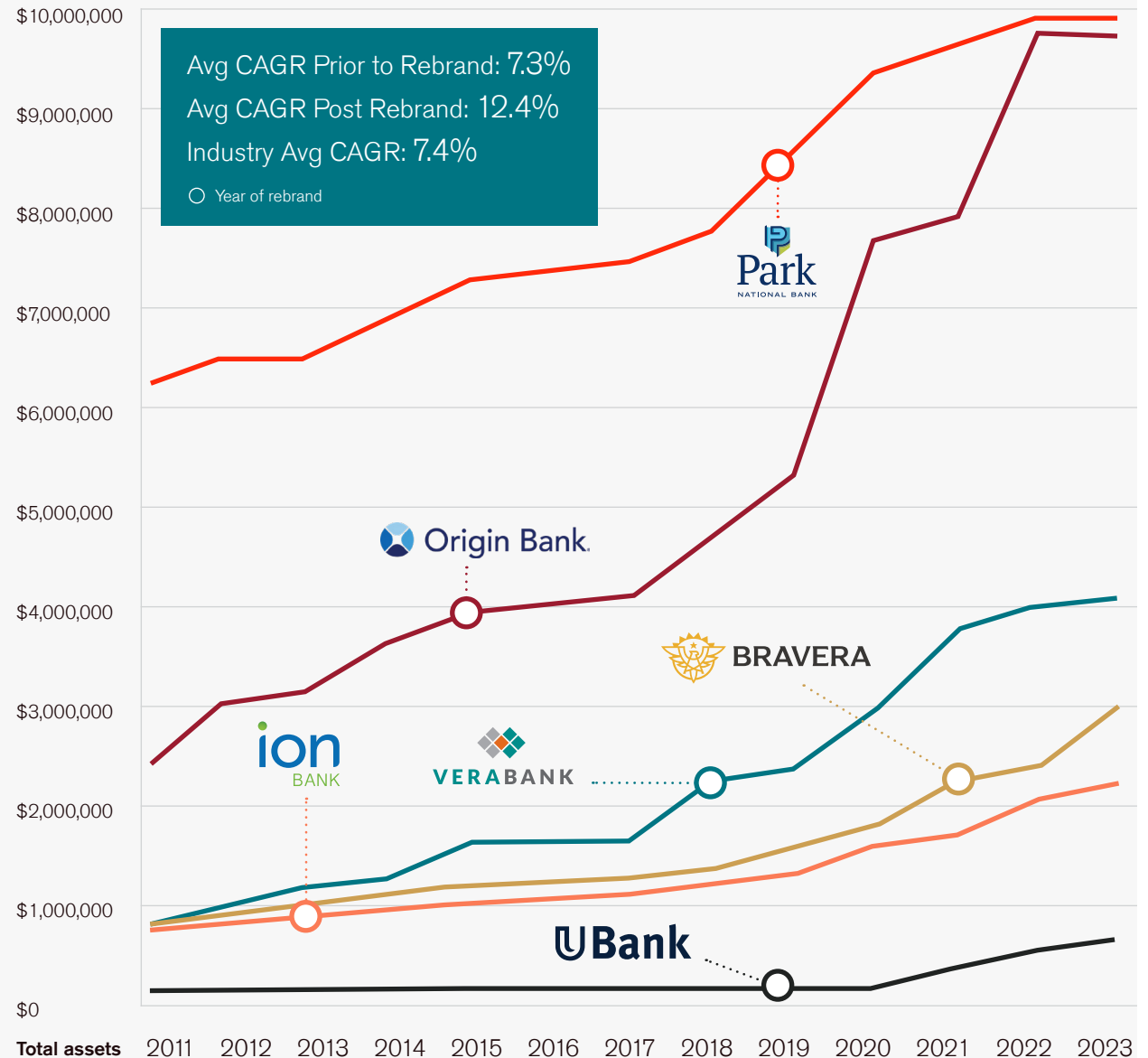
Strong Brands Build Value

Interbrand’s analysis in the “Best Global Brands” report demonstrates just how valuable strong brands are during turbulent times. Even amid uncertain economic conditions, the total value of the top-100 brands has reached a record high.³

For their part, banks and credit unions are acutely aware of the connection between their brand’s value and their business value.

Three out of four financial brands surveyed by Adrenaline in 2023 said that their brand value critically impacts their business value. And not paying attention to their brand exposes institutions to risk, primarily legal, reputational, and operational.

Compound annual growth rate (CAGR) of Adrenaline-rebranded banks exceed industry average by 33%⁵



Industry Insights

To learn more about best practices in branding and how institutions are tracking their success in 2024, Adrenaline conducted new research, including in-depth interviews, an analysis of recently rebranded banks and credit unions, and a survey of clients that have refreshed or rebranded their institutions.

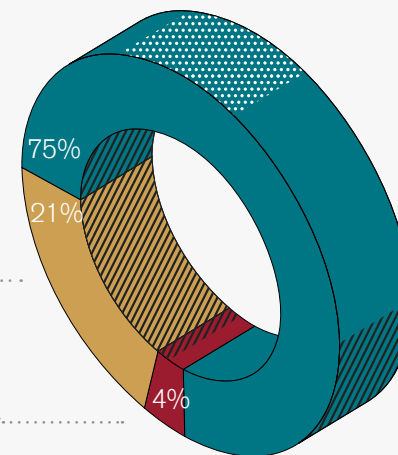
This report explores the different drivers and challenges that banks and credit unions are solving for with rebrands and spotlights success strategies and lessons learned during the process.

Financial institutions' perceptions of how brand impacts business⁴

Our brand value critically impacts our business value 75%

Our brand is important, but doesn't affect our business performance 21%

We don't think about "brand" 4%



CAGR of Adrenaline-rebranded banks is more than six points higher compared to industry average⁵

Bank	Rebrand	Quarter of Rebrand Assets	Current Assets	% Change in Assets	Years Since Rebrand	Average Annual Asset Increase	CAGR
Cadence Bank	Q4 2011	\$12,995,851	\$48,934,510	277%	12.00	\$2,994,888	11.7%
BankMobile	Q4 2015	\$8,376,526	\$21,303,502	154%	8.00	\$1,615,872	12.4%
Hills Bank	Q1 2019	\$3,226,498	\$4,340,318	35%	4.75	\$234,488	6.4%
Guaranty Bank	Q2 2019	\$870,220	\$2,529,713	191%	4.50	\$368,776	26.8%
Legacy Bank & Trust	Q1 2023	\$1,514,913	\$1,687,753	11%	0.75	\$230,453	15.5%
Dieterich Bank	Q3 2015	\$590,242	\$1,334,375	126%	8.25	\$90,198	10.4%
PrimeSouth	Q4 2018	\$574,790	\$1,215,092	111%	5.00	\$128,060	16.2%
UniBank	Q3 2017	\$240,110	\$622,422	159%	6.25	\$61,170	16.5%
Total/Average		\$28,389,150	\$81,967,685	189%	6.19	\$5,723,906	13.6%
All U.S. Banks		\$10,359,586,545	\$26,182,946,61	153%		\$1,217,181,544	7.4%

Notes:
 1. Current assets as of EOY 2023
 2. CAGR of assets weighted by duration since rebrand
 3. Contextual industry data in blue evaluated over past 13 years (Q4 2010 - Q4 2023)



“To have this unified brand, it liberates people. That brain power that used to be dedicated to untangling the hairball that was our 12 name/12 fragmented brand world was now redeployed towards a more creative, imaginative, ability-to-pivot mindset.”

— David Trautman, Chairman and CEO of Park National Bank

Benefits of Rebranding

For banks and credit unions exploring a rebrand, growth is one of the primary factors driving that decision.

An Adrenaline analysis found that both bank and credit union clients had bottom lines that benefited from rebranding.

Banks that rebranded saw a 13.6% increase in compound annual growth rate (CAGR), compared to the U.S. average of 7.4%.

As a result of Adrenaline renaming and rebranding, banks of varying size and asset level have not only outperformed their historical norms, but also the market at large.

For rebranded credit unions, member growth also outpaced industry averages over the past decade.

The CAGR of Adrenaline-rebranded credit unions compared to industry average.⁵

Credit Union	Rebrand	Quarter of Rebrand Assets	Current Assets	% Change in Assets	Years Since Rebrand	Average Annual Asset Increase	CAGR	Quarter of Rebrand Members	Current Members	CAGR
BCU	Q1 2018	\$3,073,169	\$5,895,173	92%	5.75	\$490,783	12.0%	235,521	350,088	7.1%
Citadel CU	Q4 2020	\$4,258,338	\$5,811,716	36%	3.00	\$517,793	10.9%	216,202	260,593	6.4%
Tower FCU	Q4 2023	\$3,592,069	\$4,451,862	24%	0.75	\$286,598	7.4%	193,869	222,061	4.6%
Arrowhead CU	Q4 2016	\$1,137,395	\$2,418,004	113%	7.00	\$182,944	11.4%	131,139	201,941	6.4%
Advantis CU	Q2 2015	\$1,191,959	\$1,954,972	64%	8.50	\$89,766	6.0%	59,933	88,620	4.7%
Hughes FCU	Q4 2018	\$1,143,063	\$1,989,014	74%	5.00	\$169,190	11.7%	126,935	177,998	7.0%
Town & Country FCU	Q2 2017	\$373,454	\$577,124	55%	6.00	\$37,031	8.2%	37,927	39,527	0.8%
Montana CU	Q1 2018	\$247,210	\$323,658	31%	5.00	\$16,094	5.8%	21,943	24,286	2.2%
First Atlantic FCU	Q1 2019	\$269,496	\$295,400	10%	4.75	\$5,453	2.0%	22,208	24,075	1.7%
Total/Average		\$15,286,153	\$23,716,923	55%	5.25	\$1,795,653	8.3%	1,045,677	1,389,189	4.4%
All U.S. Credit Unions		\$886,717,290	\$2,309,054,416	166%		\$110,800,747	7.8%	82,350,780	140,500,619	4.2%

Notes:

1. Current assets as of EOY 2023

2. CAGR of assets weighted by duration since rebrand

3. Contextual industry data in blue evaluated over past 13 years (Q4 2010 - Q4 2023)

Building a Differentiated Brand



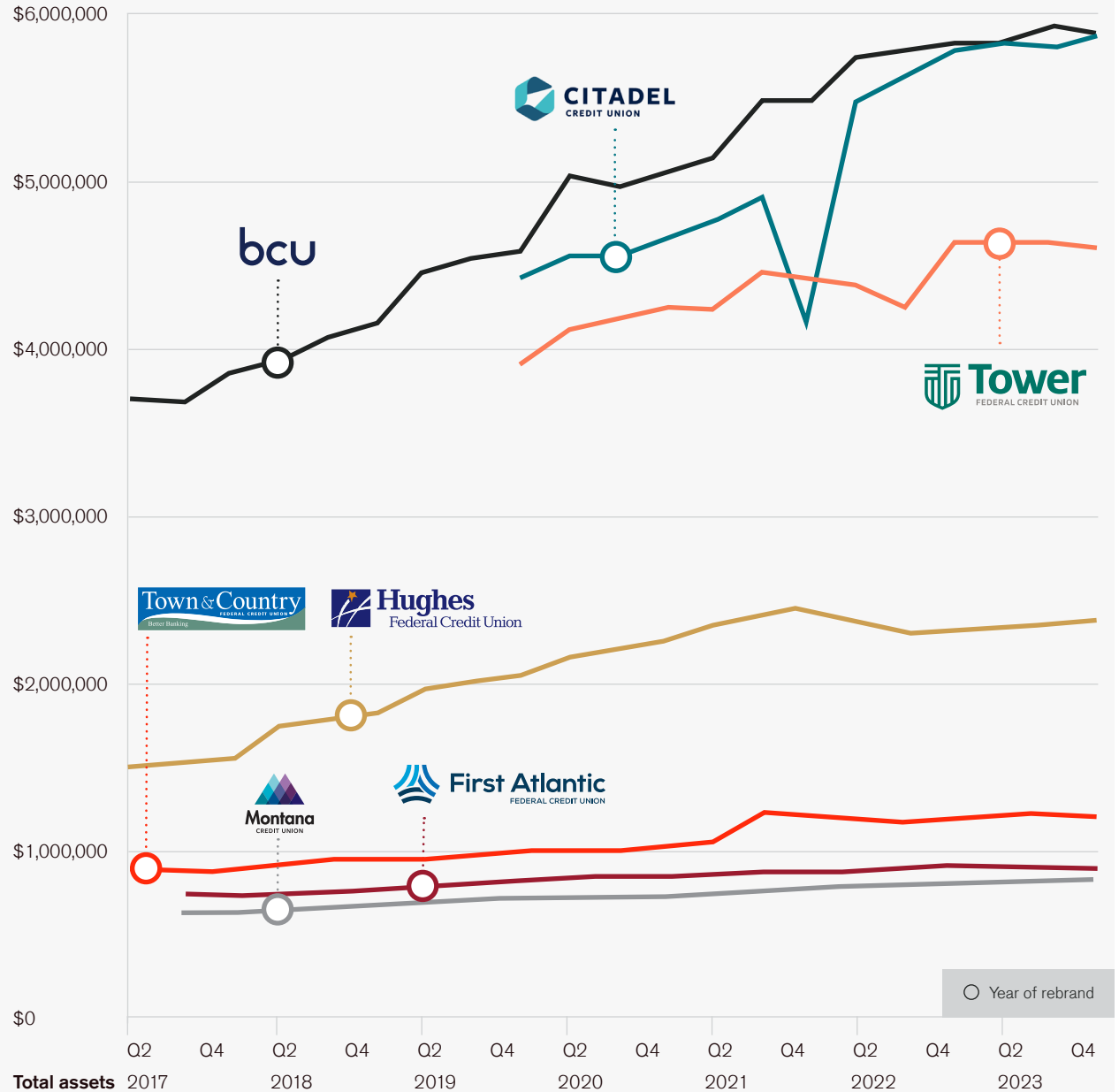
Similarly, rebranded credit unions have grown more than 8.3% per year, compared to a 7.8% industrywide rate.



“In our first-ever large-scale branding campaign that we rolled out with the new refreshed brand, we’ve seen a 20% year over year increase in both new members and new accounts.”

— Tom Poe, Vice President/Director, Tower Federal Credit Union

Quarterly asset level since rebrand⁵

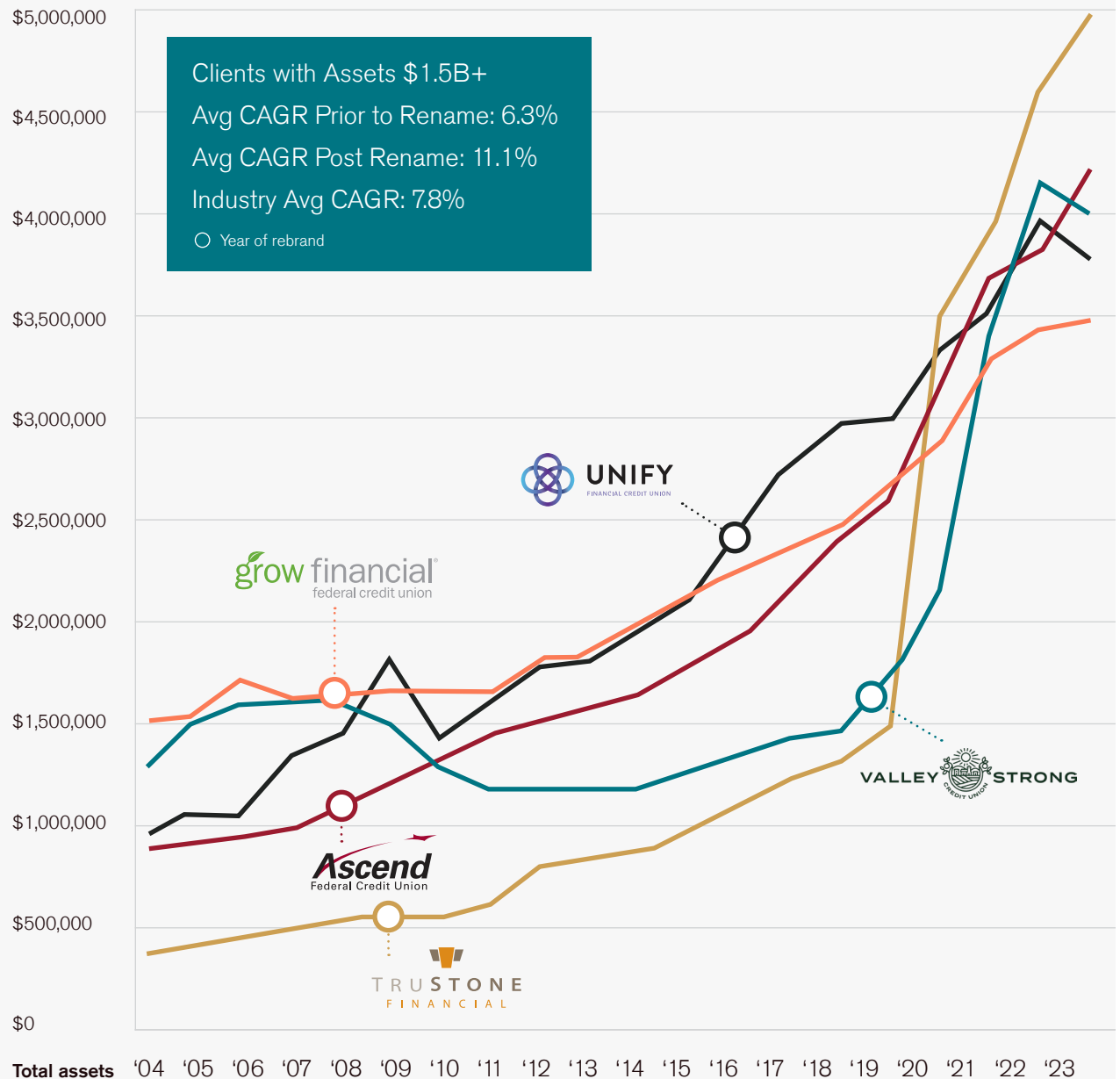


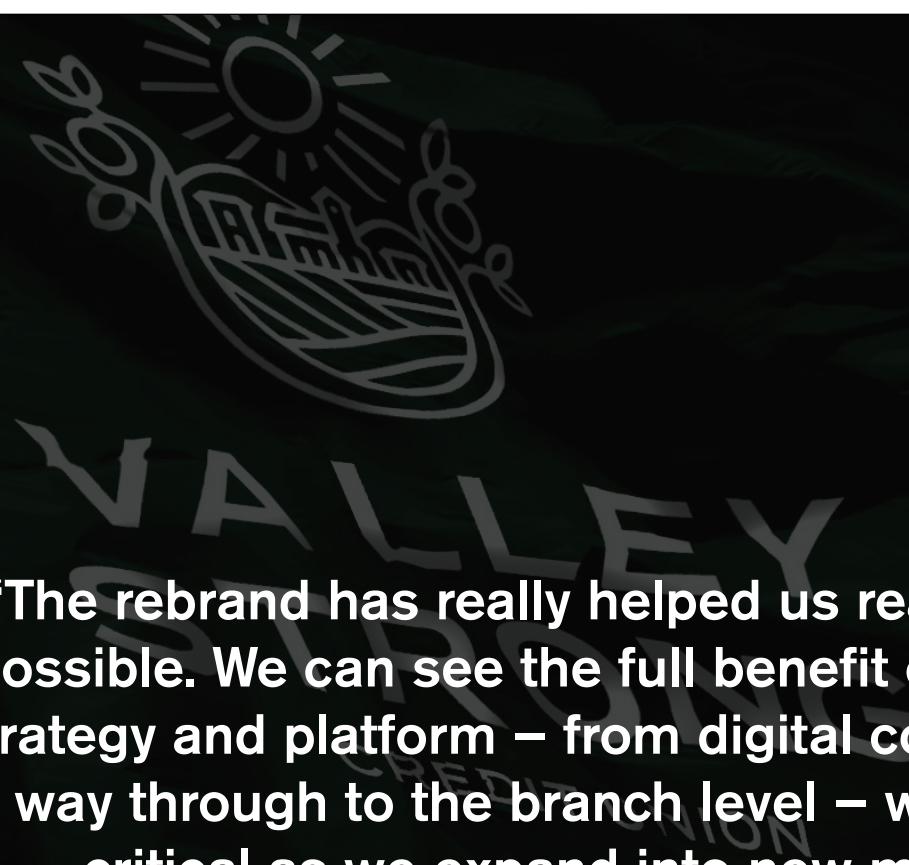
Rebranded credit unions in a larger peer asset class nearly doubled their average annual assets after the rename, unleashing powerful growth.

Advantages of Rebranding:

- ✓ Growing brand credibility, leading to greater consumer recognition and trust
- ✓ Improved Net Promoter Scores that measure customer loyalty, satisfaction, and enthusiasm
- ✓ Enhanced engagement of staff and customers or members with the new brand
- ✓ Increased brand value driven by differentiation, awareness, and affinity
- ✓ Propelled culture within the organization and out in the community

Adrenaline-renamed credit unions see dramatic boost in CAGR⁵



The background features a dark, textured surface with a faint, light-colored logo of a sun and a building, and the words "VALLEY STRONG CREDIT UNION" in a stylized font.

“The rebrand has really helped us realize what’s possible. We can see the full benefit of the brand strategy and platform – from digital content all the way through to the branch level – which is so critical as we expand into new markets.”

— Nicholas Ambrosini, President & CEO, Valley Strong Credit Union

Why Brands Matter

Brands are all around us, but people may not know exactly what a brand stands for and why it matters to them. According to branding guru Marty Neumeier, a brand is not an external expression of an organization. Rather, **a brand is a person’s “gut feeling”⁶ about a product, service, or company.**

This gut feeling is an idea that inspires action and lives on in the hearts and minds of consumers. But inspiring and enduring are easier said than done, since consumers have such high expectations of the brands they interact with, especially those in financial services.

The reality is that good brands don’t automatically grow out of good products or services alone. “A strong brand doesn’t just happen; it takes time, effort, and a well thought out plan.”⁸

That kind of comprehensive plan focuses on fundamentals, but is wide reaching in the implications for organizations.

The brand/rebrand process includes: data gathering and benchmarking; consensus building, naming and testing; brand strategy and purpose; building a platform and positioning; creating brand assets; brand launch and logistics; staff training; brand guide books and culture maintenance; stakeholder communications, and more.

A brand is not just:

- A logo or signature color
- A product or service
- A product’s value proposition
- A signature identity or personality



78% of financial marketers say brand purpose is more important now than at any other time since 2020⁷

87% of bank customers say that a financial brand’s purpose must align with the actions it takes⁷

71% of financial services marketers say they’re focused on acting on brand purpose to highlight differentiation⁷

78% of bank customers believe today’s banks should have a strong and visible brand purpose⁷

The rebranding process is necessarily robust, when done well.

For some institutions, rather than engaging in this essential exercise, they may opt to put off the work of rebranding instead. But there is a big business cost to inaction.

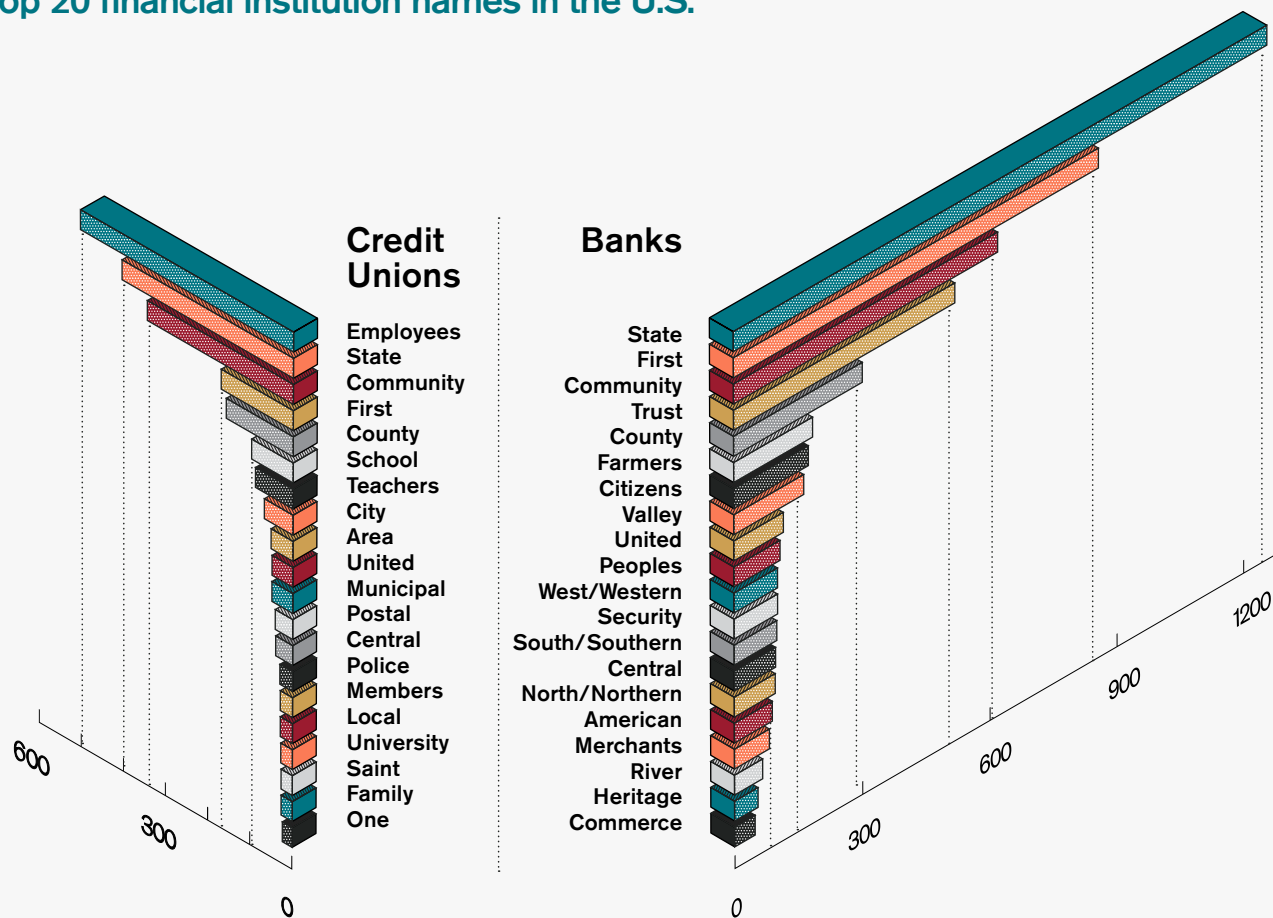
The Case for Change

The need for brand visibility and differentiation is one of the core challenges for all companies – and this is especially true for financial institutions.

There is an undeniable ‘sea of sameness’ in this category, with literally thousands of banking brands sharing the same name and often the same colors, logo motifs, and even marketing language. That’s why a truly differentiated brand is so critical – and that begins with an ownable, original brand name.

A recognizable brand name is the single most important asset of any organization. It’s a brand’s calling card – creating connections with people and setting the stage for engaging experiences. But brand names must have relevance and equity to be valuable.

Top 20 financial institution names in the U.S.¹¹

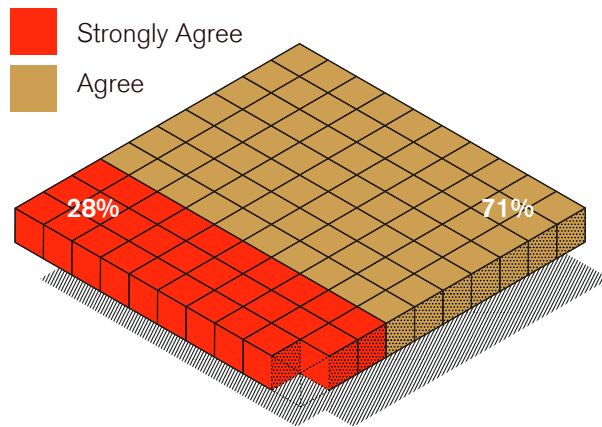


59% of global shoppers prefer buying new products from familiar brands¹⁶

75% of companies say they've refreshed their brand to remain relevant and responsive¹⁰

Even brands that have a good foundation with their current name need to assess awareness, distinction, and market share and align their brand activities with their organization's business strategy – to foster future growth.

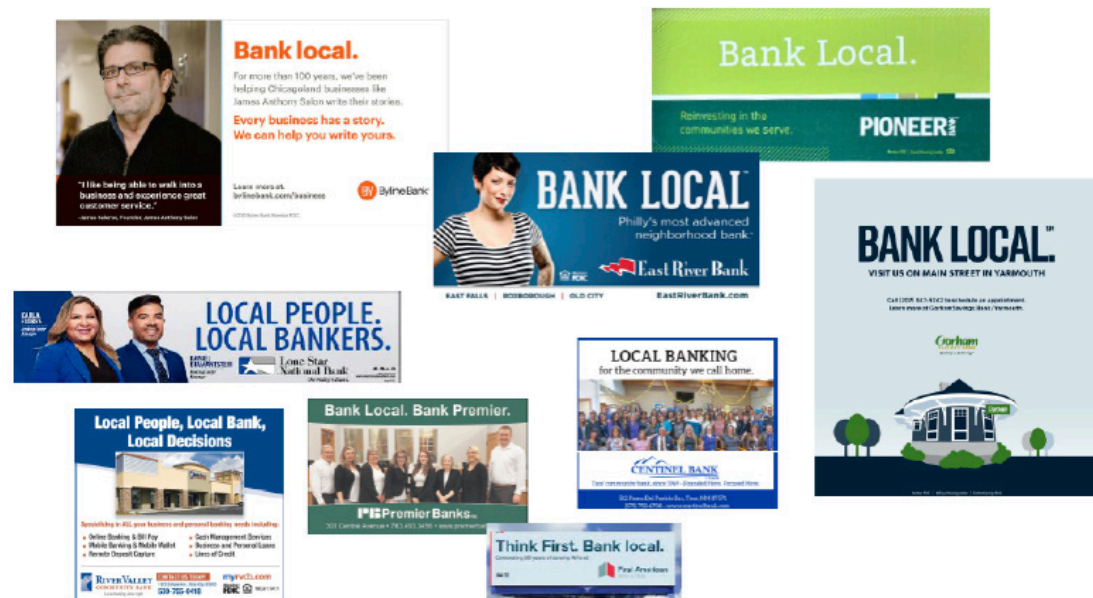
Banking executives believe their rebrand has helped them better stand out from the competition¹²



Common logo elements diminish distinction



Similar value propositions cause brands to blend together



Top 9 questions to assess when it's time to rebrand or brand refresh

1

Does our current brand limit our ability to expand to new audiences and into new lines of business?

2

Does our brand feel old or irrelevant to modern members/customers we want to appeal to?

3

Does our current brand inhibit expansion into new geographic areas?

4

Does our name get confused with other brands in the marketplace?

5

Does our name contain legacy labels like Citizens or Trust that are similar to our banking competitors?

6

Do we have a hard time distinguishing ourselves in the market?

7

Does our marketing have to spend more time clarifying who our brand is than showing our value?

8

Has it been more than five years since our last brand research to assess awareness, equity, and relevance?

9

Has it been more than seven years since we last refreshed our brand?

Amid the sea of sameness, financial brands seek renewed relevance in people's lives, as new generations expect different experiences from their primary bank or credit union. Regularly assessing brand relevance and resonance helps banking leaders understand their current brand challenges, mitigate risk, and position their institutions for growth.

Rebranding Best Practices

To learn more about organizational success strategies and how to gauge the return on investment for rebranding, Adrenaline conducted in-depth interviews with leaders from three community banking institutions of various sizes and footprints. These organizations either renamed or significantly rebranded their banks or credit unions within the past three years.

Along with these interviews, Adrenaline also spearheaded a survey of clients that have refreshed or rebranded their institutions in the last five years. Through qualitative and quantitative studies, what follows is the best thinking from institutions as they measure their brand impact and influence.

Companies rank their biggest obstacles in establishing brand visibility and positive consumer sentiment:⁹

68% Negative online reviews

55% Not enough brand visibility

55% Too many competing brands

53% Limited time and resources for brand activities

52% Adapting to changing customer needs

83% of financial institutions report at least a "moderate increase" in overall business growth following a rebrand¹²

When surveyed about their institution's brand priorities, financial industry leaders are focused on:¹¹

54% Marketing more effectively

41% Standing out

38% Reaching new/different audiences

30% Articulating a differentiated message



everwise

CREDIT UNION

“When the data comes back and it shows that more than two-thirds of consumers didn’t think they could join, we had an obvious barrier to growth. Showing the board that even if we got to average from a growth perspective, we were going to be able to take the credit union so much further with a brand that would help us take the brakes off of growth.”

— Dan Rousseve, Chief Information Officer, Everwise Credit Union

Renaming for Renewed Relevance

Everwise Credit Union



Asset Class: \$5 Billion

Retail Locations: 50 branches

Audience: Members and employees of all demographics, in two states

Members: 300,000+ Members

The Scenario: A legacy education-based credit union was growing, despite the challenges of their reputation for only serving teachers. Looking for a way to accelerate this momentum and mean more to their audience, the institution sought a new name and refreshed brand that would deepen membership relationships, appeal to new member prospects, and differentiate their brand in the market.

The Solution: Insights-based decision making supported consensus building and strategic renaming and rebranding that helped the credit union build on their people-first purpose. Launched in 2023, the new brand features a distinctive new name, holistic brand strategy, and meaningful brand story that expresses their lived values.

The Story: A legacy name focused on one profession – education – was limiting



growth for a credit union with a long-standing reputation and loyal member base. A short-term solution of operating under an acronym created even more market confusion and further reduced the existing brand equity of the former name.

The credit union solved ownability

challenges through a process for renaming that brought the institution's core values to the forefront. Supplemented with an ownable tagline, the new brand story becomes memorable for the market and members, alike.

Data-Driven Decisions



- Market research enabled the credit union to make the case for change, convincing factions within the executive team, including the CEO at the time, who were not in support of rebranding
- Data revealed slight risks of attrition with name change, but gains for new prospective members outweighed potential loss, which ended up being 0.3% in initial months – much less than the 2% anticipated

Measures of Success

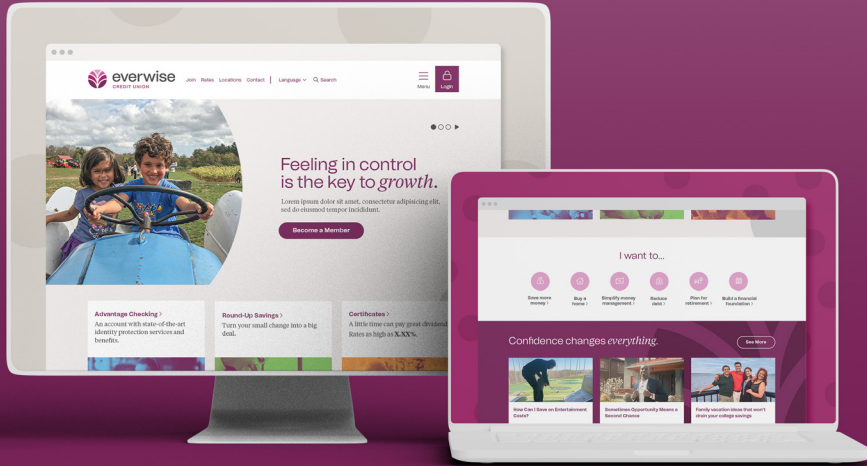
- Six months after launch, the credit union completed an awareness study for members and prospects
- A separate study measured awareness of the new brand as a business partner
- In the months following launch, the brand closely monitored social media engagement metrics, earned media, social sentiment, and website traffic, which will remain part of an ongoing effort to measure brand impact

- 100% of the significant media coverage from the rebrand was positive
- Market Awareness study planned for January of 2025
- Internal Gallup Q12 study to gauge employee engagement
- Employee branded merchandise sales remain high, even six months after launch



“After the rebrand, people are like, ‘This place is cool.’ Even people in the community that never would’ve asked me about working at the credit union are really intrigued. We’re attracting attention from a whole different set of people that we hadn’t before.”

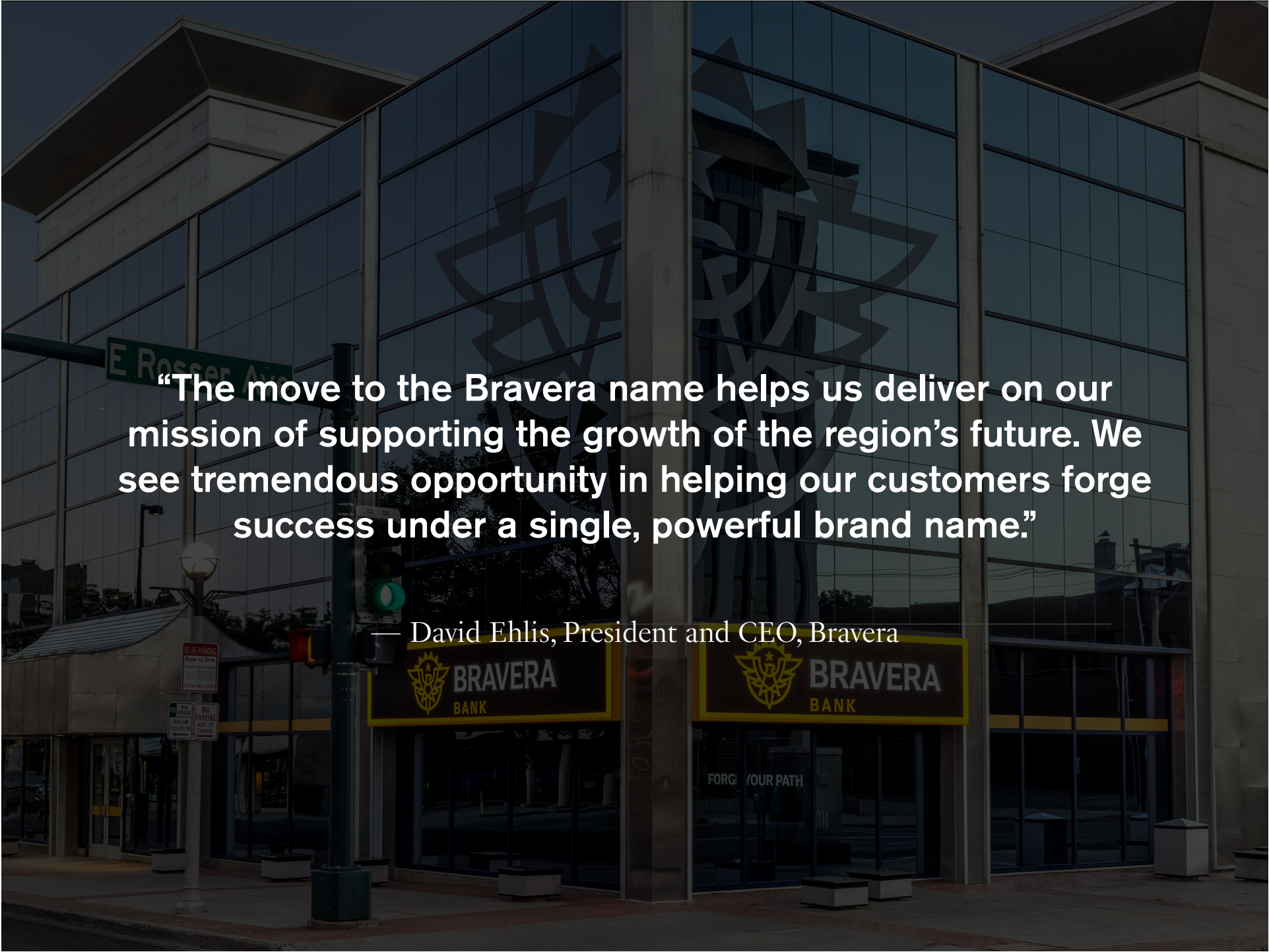
— Angie Dvorak, Chief Marketing & Growth Officer,
Everwise Credit Union





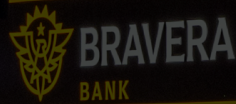
Brave New Brand Delivers for Customers

Bravera



“The move to the Bravera name helps us deliver on our mission of supporting the growth of the region’s future. We see tremendous opportunity in helping our customers forge success under a single, powerful brand name.”

— David Ehlis, President and CEO, Bravera



FORGE YOUR PATH



Asset Class: \$3 Billion

Retail Locations: 32 branches

Audience: Up-and-coming consumers to grow with the bank throughout their life stages

Customers: Core heartland & more modern banking customers

The Scenario: When a Northern Plains banking leader with a common heritage name wanted to grow into new markets, they realized their current brand couldn't take them where they wanted to go. But it wasn't just the name that needed distinction, their brand identity needed a fresh perspective, too. This new brand would need to spotlight their commitment to the region's strong future, competitively position them to serve better, and deliver on a broader promise.

The Solution: Through the rebranding process, a unique name rose up as a brand that could speak to the bank's vision and values. Rebranded in 2021, the name Bravera artfully combines two powerful concepts for a brand with strong ties to the pioneering spirit that defines the Northern Plains.



The Story: Since their founding more than century ago, the community bank has helped people in the Northern Plains build a brighter future. The new brand continues that tradition, providing a resonant call to action that people uniquely recognize and rally around. The new brand captures

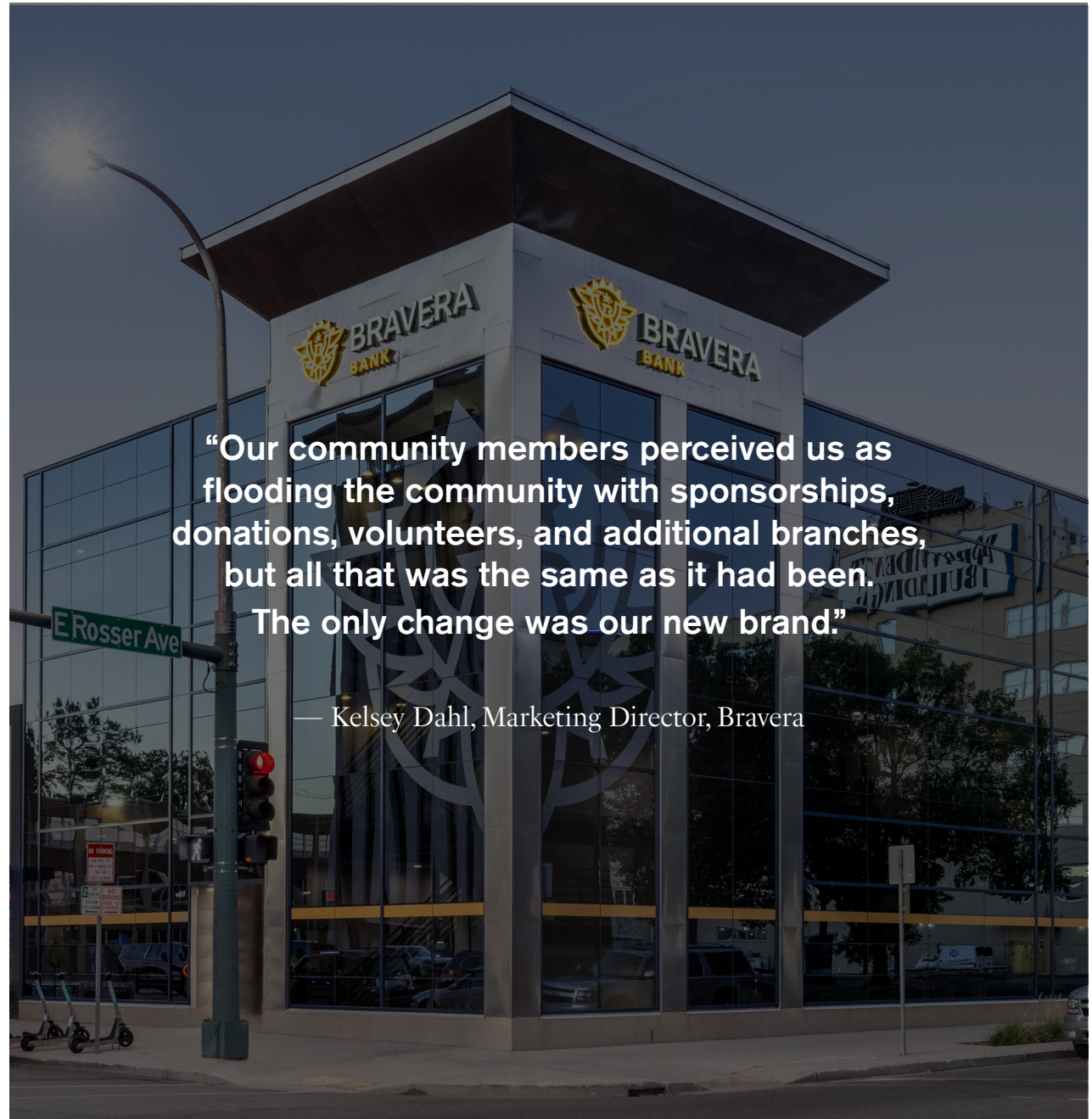


a regionally relevant spirit as a unifying factor across different audiences, an especially important factor for building organizational consensus.

Data-Driven Decisions



- The bank performed a significant market study prior to rebrand, and the data gathered helped support the decision to move forward
- Research showed that the heritage brand had lower unaided brand awareness than other companies of their tenure, likely because of the common name in their brand moniker, and was competing with 62 institutions in their state alone that shared a similar name
- Data found that the current customer base is mostly Boomers, but showed the bank who to appeal to in the future, with a brand that would be more recognizable by Gen Z and Millennials
- Population statistics found that even in core service markets, demographics were changing – getting younger, more educated, and more diverse
- Affinity data found that the bank’s customers liked the institution and the bank was known for being prominent in the community, but people weren’t necessarily tied to who the bank was, likely because of market confusion over the name



Measures of Success



- The bank had assumed they were competing with other community banks, but data showed that their primary competitors were actually the large national chains as the low hanging fruit, because the bank offers the same “big bank” benefits like technology, competitive products, etc., but with a community banking service approach
- They maintain an ongoing data program using web traffic, social media metrics, new customer growth, digital ad performance, and customer referral to measure rebrand success
- Also started tracking net new account growth and that metric has continuously improved each year since the rebrand
- After rebranding, the biggest challenge was to make sure customers knew they were the same bank – that they weren’t purchased, decisions were still made locally, their organizational structure was the same, and all of the products and services customers expected were there

- The continuing increase of branded merchandise sales provided informal metrics showing staff engagement
- Bravera has grown nearly 30% since the rebrand, which includes organic growth and growth through acquisitions, something the bank strongly attributes to the rebrand





A Strong Brand Connects with Community

Tower Federal Credit Union



Asset Class: \$4.5 Billion

Retail Locations: 16 branches

Audience: Select Employee Group (SEG)

Members: 225,000

The Scenario: Financial institution seeking new growth and renewed relevance to their target member audience, but did not want to have to change their name or their charter.

The Solution: An updated and differentiated brand platform put the credit union in a powerful position to share their refreshed brand and member-first experience. Launched in 2023, Tower's "Smarter Stronger" positioning empowers them with a refreshed story and new brand experience to better connect with their core members and the community.

The Story: A credit union serving a select group of loyal members had only rebranded one other time during its decades-long history. In deciding to refresh their brand, Tower needed to leverage an insights-informed framework to make a case for change, create a brand strategy



based on illuminating data, and build consensus with key stakeholders across the organization.

The rebranding team leveraged customized research, focused interviews, and panel discussions to drive the rebrand forward and develop a plan to connect and



communicate with a younger generation, while maintaining the credit union's core membership at the same time. This was the credit union's most significant brand change in more than 40 years, so data and research were essential to paving the path to success.

Data-Driven Decisions



- Deployed market research studies before and after the rebrand to track external brand metrics and gain feedback from current and prospective members to understand how they perceive the brand and identify any gaps
- Conducted focus groups with members, prospective members, and key leaders in core employer group, and internal interviews with the board, frontline employees, and senior leadership prior to rebrand
- Data informed every aspect of building out the updated brand platform, including messaging, refinements to mission, vision, and values, and brand promise
- Summary of research findings were shared with management and the Board of Directors to demystify any previously held beliefs and provide sound rationale for the rebrand



Measures of Success



- Used a combination of quantitative and qualitative data, including member feedback, to gauge sentiment of the new brand
- After launching the updated brand in the spring, the credit union conducted a member survey in the fall which generated strong scores for loyalty, satisfaction, and likelihood to recommend
- Launched a marketing campaign with the refreshed brand, which resulted in double-digit growth of new members and new accounts over prior year, exceeding institutional goal
- Conducted an ongoing brand benchmark study a year after rebrand, and plan to continue annually, to measure key brand health metrics like brand awareness, brand perception, and brand equity over time
- The strong interest in branded merchandise is a surprising internal metric that reflects employee engagement



“Our culture is really centered around caring for our members and that was reflected in a lot of our research and feedback that we received from members. The rebrand gave us an opportunity to renew our commitment to our employees and members and better tell our brand’s story.”

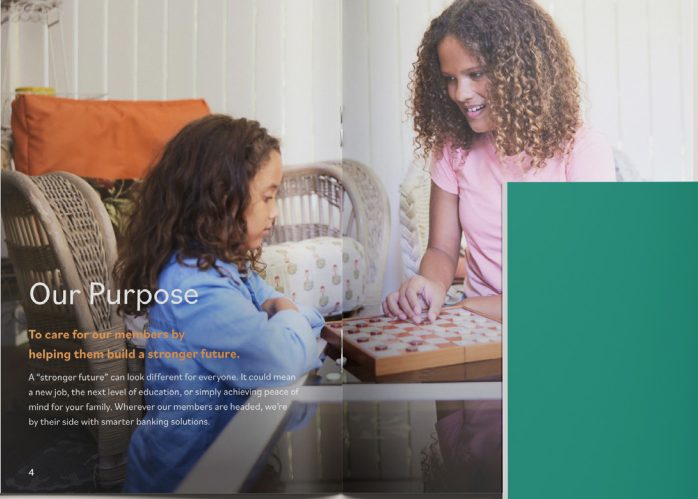
— Tom Poe, Vice President/Director,
Tower Federal Credit Union

stronger
better
faster
safer
brighter
A **smarter**
way forward.

For nearly 70 years, Tower has been driven to serve — empowering our members with leading technology and products, exceptional value and trusted expertise. As a not-for-profit credit union, we're wholly focused on improving the financial security and well-being of our members. We stand ready to help you find a smarter way forward so you can achieve a stronger financial future.



towerfcu.org



Our Purpose

To care for our members by helping them build a stronger future.

A "stronger future" can look different for everyone. It could mean a new job, the next level of education, or simply achieving peace of mind for your family. Wherever our members are headed, we're by their side with smarter banking solutions.

4

A smarter way forward



A Smarter Way Forward

Member/User ID
Password
Forgot Login?
Login

Federally insured by NCUA

Sign Up Locations

My Accounts

PERSONAL CHECKING *0001	Available**	\$12,340.10
	Current	\$12,840.10
PERSONAL SAVINGS *0010	Available**	\$25,500.00
	Current	\$25,525.00
VISA *0002	Outstanding	\$5,320.20
	Statement balance	\$3,562.44
	Due	Oct 1, 2018
	Amount due	\$25.00
		<input type="button" value="PAY"/>
HOME LOAN *3456	Balance	\$0.00
	Amount due	\$1,340.00
		<input type="button" value="PAY"/>
AUTO LOAN *2345		

My Accounts Card History Bill Pay MobileCheck-Deposit More



safer
brighter
A **smarter**
stronger
better
way forward.



Delivering on ROI

Having a data-driven framework is not just useful for building consensus and gaining the necessary buy-in for the needed investment in rebranding. Tracking also helps guide ongoing assessment of brand impact and initiatives.

Pearson's law states: "When performance is measured, performance improves. When performance is measured and reported back, the rate of improvement accelerates."¹⁴

Measuring the ROI of brand change should take on that same kind of rigor, with measurements that are ongoing and iterative.

Setting key performance indicators (KPIs) and tracking to those measurable goals – which ladder up to an organization's overall business strategy – are key components of the brand benchmarking process.

For organizations to track the success of a rebrand over time, what they want to implement is a series of ongoing measures. Key brand studies should be conducted at the 12-month, 18-month, 24-month, and 36-month marks. The creation of clear KPIs set by the organization should be determined by their baseline – where they are in comparison to their former brand.

What factors were critical in ensuring a return on investment of rebrand?¹²

86% cited as most important:

- ✓ Marketing investment to support the rebrand
- ✓ Consistent communications with current customers/members
- ✓ Reimagined digital experience (website, online & mobile banking, apps)
- ✓ A focus on culture and staff training

57% cited as moderately important:

- ✓ New branch design/delivery models
- ✓ Investment in community involvement

Brand KPIs/benchmarks for success should be:

Reasonable Practical, specific, and realistic to achieve

Reachable Measurable and replicable within key timeframes

Relevant Meaningful to the brand to inform go-forward plans

Metrics to monitor:

- ✓ Social Metrics
- ✓ Earned Media
- ✓ Web Traffic
- ✓ Search Engine Data
- ✓ Customer/Member Surveys
- ✓ Employee Experience Scores
- ✓ New Member/Customer Growth
- ✓ New Product/Service Growth
- ✓ Branded Merchandise Sales

Brand tracking tools:

- ✓ Net Promoter Score (NPS)
- ✓ Brand Awareness Market Studies
- ✓ RepTrak Brand Tracker
- ✓ Qualtrics Brand Health Tracker
- ✓ Brandwatch
- ✓ Kantar
- ✓ Gallup Q12 Employee Engagement
- ✓ Employee satisfaction (ESI) tools
- ✓ HubSpot
- ✓ Social listening

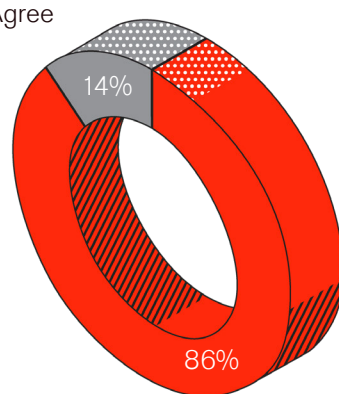
Institutions report on areas of business impacted by rebrand¹²

Ranked from 1 (most) to 6 (least) impacted

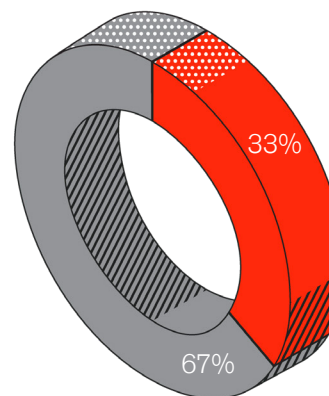
1. Improved company culture
2. Customer/member growth
3. Business growth
4. Brand engagement
5. Differentiation in the market
6. Brand awareness

Financial institutions surveyed agree that their rebrand positively impacted the following business areas:¹²

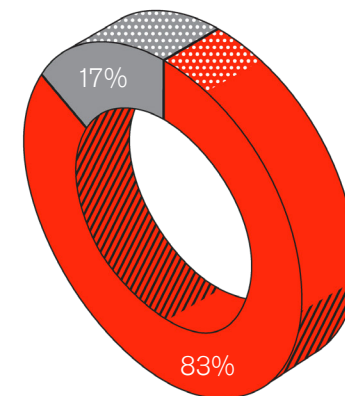
■ Strongly Agree
■ Agree



Overall brand value

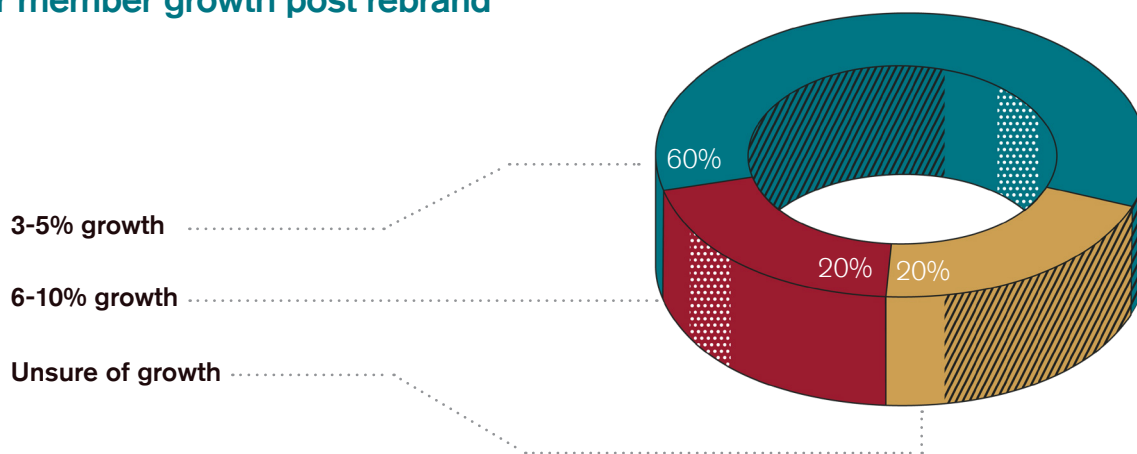


Brand awareness



Company culture

Rebranded institutions report customer or member growth post rebrand¹²



The Takeaway

Any kind of brand change represents a significant investment of time and resources for organizations. It requires a commitment from leadership from many levels, the coordination of multiple stakeholders, and significant change management efforts, both internally and externally.

That's why it's critical to be able to track the return on investment – to be able to see why brand change was worth it and how the dollars spent and hours expended managing the process made a real tangible difference for organizations.

As evidenced by the success of institutions of all sizes, consumer expectation is an essential consideration for brand strategy and developing a meaningful brand. Data plays an invaluable role in defining opportunity for brands and measuring whether seizing that opportunity truly delivered business value.

But rebrands are not like 'build it and they will come.' Ultimately, the success of a rebrand requires significant ongoing investment. Organizations should employ strategies that continue to create momentum internally through culture and employee experience and externally through brand activities, marketing campaigns, and community presence.

While consumer needs and market dynamics are evolving and generations are shifting, that doesn't mean brands should chase trends. Rather, the ability for a brand to be both timeless and relevant at the same time empowers organizations and captures their soul – their purpose, their position, their passion. That's what is at the heart of the best rebrands. ▲

In the year immediately post-rebrand, FIs should prepare to invest up to **10%** of revenue on marketing to support awareness and growth momentum for the refreshed brand.¹⁵



Citations

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Adrenaline is an end-to-end brand experience company serving the financial industry. We move brands and businesses ahead by delivering on every aspect of their experience across digital and physical channels, from strategy through implementation.

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Thank you.