

A New Brand Image
For A Century Old Bank
To Refocus And Refresh

CASE STUDY



KITSAP BANK

Brand
Migration



JamesClarkDesign^{inc.}

Branding | Marketing | Naming | Annual Reports

A Local Community Bank That Had A Great Heritage With A Solid Future

SITUATION

Founded in 1908 in a rural area in Washington State, Kitsap Bank had a strong and steady growth, even expanding beyond their community roots. Their culture was based on their focus for the customer’s needs, as well as, being their silent financial partner. They quietly gave customers great service in a very competitive market, building a healthy bank. Over the decades the volume of brand stories and the loyal customer base increased. Along with their growth the community had grown in size, new families moved in, the banking environment had become highly saturated. They found that they were as strong a bank as ever, but their voice and brand stories were not breaking through all of the barriers, to connect with the next generation of customers.

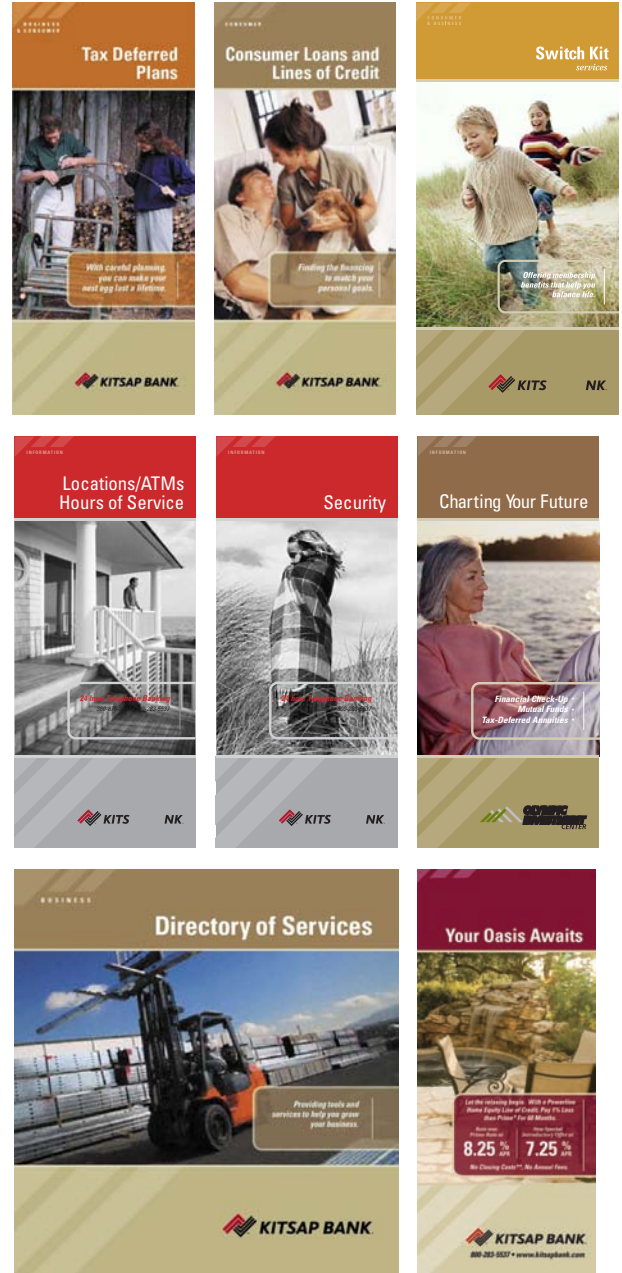
SOLUTION

They knew they needed a firm that could partner with them, that had a vast experience with financial institutions to protect their 100-year heritage. They selected James Clark Design to put their brand on the right course for the next century. From the beginning we discovered a very rich heritage of service and family banking, which lead to establishing a revitalized brand that celebrated their deep roots in the rural community and being a solid institution that has been there since the beginning. The new brand balanced the expression of their century long tradition and rural lifestyle focusing on the next generation.

RESULTS

The new brand’s clarity of culture focuses on selected targeted audiences. It was a transformation that re-energized everyone from front line staff to the executive level. The entire organization was on the same page again with the new brand strategy. It gave them the confidence and tools to achieve their future goals.

Shannon Childs, Vice President of Marketing for the bank said after the launch of the new brand, “The excellent team at James Clark Design helped us define and formulate our strategic brand position, building the tools necessary to help us communicate our distinctive differences and compete with the current market. Internally the result has given us a better focus and synergy with a more consistent brand in the marketplace, which has lead to higher brand awareness for the bank.”



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Loans
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Services
Investments

A Better Approach to Business Banking
 At Kitsap Bank we treat you as a professional, honest, straightforward customer. We'll work with you to find the right financial solutions to meet your needs - whether you're just opening a business, or looking to take your business to the next level. We're here for you!

Credit Services
 For Puget Sound businesses, Kitsap Bank is a uniquely qualified lender. Our size and successful track record give us the financial strength to make multi-million dollar loans, while our local ownership and regional expertise give us the flexibility to approve the loans that other banks might not.

Deposit Services
 From basic *Free Business Checking* to robust *Cash Management* services, we offer powerful tools to help you manage your cash flow and maximize your bottom line.

Business Services
 Kitsap Bank's services to businesses extend beyond traditional deposit and loan products. As your financial partner, we are pleased to offer you *credit card accounting services*, *Health Savings Accounts* for your employees, and more.

Investments
 The *Climate Investment Center* can help you make investment, insurance, and retirement decisions. Taking options to make investing easy, we'll help maximize your tax benefits and get you back to running your business.

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Welcome Neighbor!

KITSAP BANK

Supporting Your Goals

KITSAP BANK

Welcome
 Charting the path for your financial voyage.

KITSAP BANK

One Great Heritage – One Great Bank

As we approach 100 years of service, we are returning to one great name – Kitsap Bank.

- Same Ownership
- Same Management
- Same Great Customer Service

This is not a sale, merger, or acquisition. It is a single name change in five of our 21 branches.

www.kitsapbank.com
 800-283-5337

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AcceleRate CD:
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2.30% APY* YEAR ONE
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Client: Linda Gormann at 360-437-7863 or stop by our main branch at 102 Village Way Port Ludlow, WA 98355

www.kitsapbank.com **KITSAP BANK** **FDIC**

*Annual Percentage Yield. We report APY to you. Automatic renewal at a required and interest rate. We fund for each renewal period. Interest compounds daily and accrues from the entire balance remaining in the account. Funds for withdrawal are available on the 15th of each business month. Funds may be withdrawn at any time. A withdrawal of funds will result in a change in the APY. Funds will be held during the 15-day period between renewals. Funds may be withdrawn at any time. A withdrawal of funds will result in a change in the APY. Funds will be held during the 15-day period between renewals. Interest rate may vary. Member FDIC.



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