

A Brand And Name Change  
That Helped A Bank Stays  
Focused And Growing Strong  
For The Last 20 Years.

## CASE STUDY



## With A Solid Brand Foundation You Can Stand The Test Of Time.



### SITUATION

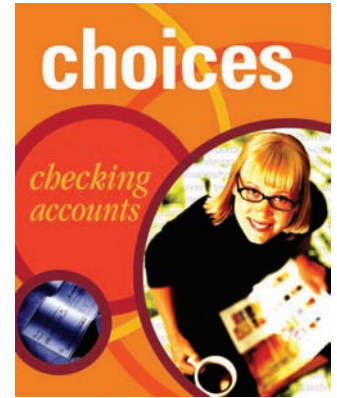
For 55 years the Educational Employees Credit Union was very successful, then in 1989 as they were doing their long range planning they reviewed their position in the market. Seeing how peoples' perception and needs were changing with the ever increasing competitive pressures, they decided to do their homework through internal and external research. With that information the decision was made to make a change about who they were and what they could provide. The research and our audits showed their awareness levels were very low, even people who banked with them knew about products they used, but not their brand position. They called James Clark Design to guide them to a defined, clearer, stronger brand.

### SOLUTION

We started with our proven brand discovery process, which lead to a name change. We defined their Contemporary brand, built the brand foundation on their strengths and high integrity. This became the platform for developing a new name and a new brand look and feel for community focus. The new name Rainier Pacific is reflective of the strength of local Mount Rainier and its simple and honest presence in the region. The brand is the driver for making decisions about staff hiring, branch architecture to the corporate colors. In the twenty years we have been working with them the brand foundation has remained the same, however the brand look and feel has been refreshed several times. For two decades now, the brand has touched every customer contact point from simple deposit slips to full merchandising of the corporate headquarters and branches.

### RESULTS

Their assets have grown from a little over \$100 million with five branches to over \$900 million and fourteen branches within fifteen years after establishing their new brand. Victor Toy, Senior Vice President of Strategic Planning for the bank sums it up best, "We selected James Clark Design twenty years ago based on their process, commitment, solid structure and creativity. During these years we have continued our relationship with great success, making JCD our strategic partner for marketing and branding services. The past two years our name awareness and brand campaign has been measured at an 80% name recognition and brand alignment."







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