



KINECTASM
FEDERAL CREDIT UNION

**REINTRODUCING
OUR BRAND**



HEY
KINECTA
WE HAVE SOME
EXCITING NEWS
TO SHARE.

SO
WHAT
ARE
WE DOING?

**We're
reintroducing
ourselves
to our members,
employees and communities.**

Why?
**Because we
want to increase
membership and
awareness.**





AND WE'RE
GOING TO
HAVE FUN
DOING IT.

**WHAT IS
A BRAND
ANYWAY?**

WHY IS IT IMPORTANT?

**"A BRAND IS WHAT PEOPLE SAY
ABOUT YOU WHEN YOU ARE
NOT IN THE ROOM."**

- JEFF BEZOS, AMAZON.COM FOUNDER & CEO

**"A BRAND THAT CAPTURES YOUR MIND
GAINS BEHAVIOR. A BRAND THAT
CAPTURES YOUR HEART GAINS
COMMITMENT."**

- SCOTT TALGO, BRAND STRATEGIST



GUITAR AMPLIFIER

MIN MAX BOOST ON OFF MIN MAX MIN MAX MIN MAX MIN MAX MIN MAX CD MP3 POWER

HEY
WE'RE
COOL.

SO LET'S LET EVERYONE KNOW.



**But more
than that,
we're
changing
the idea of
“banking” one
Member
experience at
a time.**

**That's what
makes us
different from
a bank.**

**WE INSPIRE
AND EMPOWER OUR
MEMBERS TO DO
GREAT THINGS.**



**ADVERTISING
ISN'T WHAT
MAKES OUR BRAND.
IT BEGINS AND
ENDS WITH YOU.**





**Yes, we will
have a new
tag line,
and new
color palette
and all that
good stuff.**

A pair of black over-ear headphones is centered on a solid black background. The headphones have a prominent white text overlay in the center of the earcups. The text is in a bold, sans-serif font. The word 'brand' is highlighted in a light blue color, while the rest of the text is white. The headphones are shown from a slightly elevated perspective, with the earcups facing forward and slightly angled towards each other.

**But a brand is a
collection of
experiences, right down
to the way an employee
answers the phone
or goes the extra
mile to help
a Member.**



**It's important
to understand
the key
elements
of a brand.**

OUR BRAND POSITIONING

**KINECTA IS THE TRUSTED
NOT-FOR-PROFIT FINANCIAL
INSTITUTION THAT LINKS
MEMBER-OWNERS WITH
PROFESSIONALS OF STRONG
CHARACTER TO FORM
LIFE-LONG FINANCIAL
PARTNERSHIPS.**

SO WHAT DOES THIS MEAN?



**OUR EMPLOYEES
ARE OUR BRAND.**

**You
make it come
to life.**

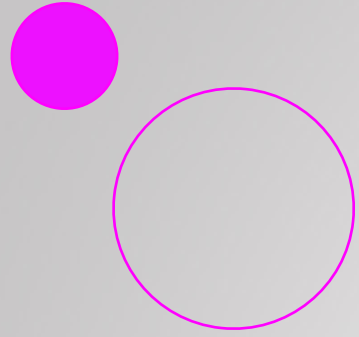
**AS TRX GENIUSES, YOU'RE
ALREADY ROCKING THIS
WORLD BY PUTTING
MEMBERS' NEEDS FIRST.**

- Listen and Ask the right questions
- Make it easy
- Do it right
- Build relationships

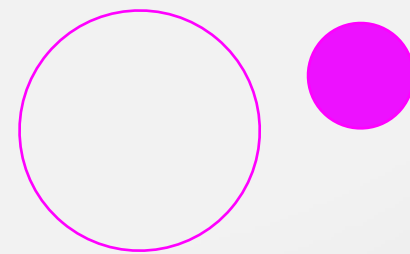


**OUR
BRAND
PROMISE**

**OUR BRAND POSITIONING
STARTS WITH A BRAND PROMISE.**



EXPECT
THE UNEXPECTED





**THIS PROMISE
TO OUR MEMBERS
(AND POTENTIAL MEMBERS)
IS A SIMPLE STATEMENT THAT
CAPTURES THE ESSENCE OF
THE TKX EXPERIENCE.**

**IT WILL BE OUR INTERNAL
COMPASS, THE THING WE
REMEMBER EVERY DAY,
AS WE GUIDE THE
DEVELOPMENT OF
OUR BRAND.**

LET'S JUST
SHOW YOU
HOW THIS
THING WILL
PLAY OUT...

MR. RUPERT

**AT THE CENTER OF OUR
CAMPAIGN IS MR. RUPERT,
A FUN, LARGER THAN LIFE
CHARACTER WHO BECOMES
OUR DE FACTO “SPOKESMAN,”
HELPING US UNDERSTAND
AND APPRECIATE WHAT
MAKES KINECTA SO
SPECIAL IN OUR MARKET.**



TV COMMERCIAL



ONLINE BANNERS



BILLBOARD



Now this is how
you treat a
member-owner

EXPECT THE UNEXPECTED

(BATHROBE NOT INCLUDED)


KINECTA
FEDERAL CREDIT UNION

The billboard features a purple background. On the left, a man in a white bathrobe is smiling while being massaged on the shoulders by a man in a purple suit. The man in the suit has a thin mustache and a serious expression. The text is positioned on the right side of the billboard. The Kinecta logo is in the bottom right corner. The billboard is mounted on a black metal structure with several vertical supports.

IN-BRANCH ITEMS



CHAMPAGNE FLAVORS



OUR
BRAND
VOICE

THE KINECTA TONE OF VOICE IS UNEXPECTED.

NOT THE SAME MONOTONE
VOICE, CLEVER UNIQUE, BOLD,
NOT LIKE OTHER BANKS WE
DONT TELL ONE-LINERS.

WE EMPLOY A GENTLE WIT TO
ENGAGE OUR MEMBERS AND
PROSPECTS.

WE TREAT MEMBERS-OWNERS
LIKE THEY OWN THE PLACE.
BECAUSE THEY DO.

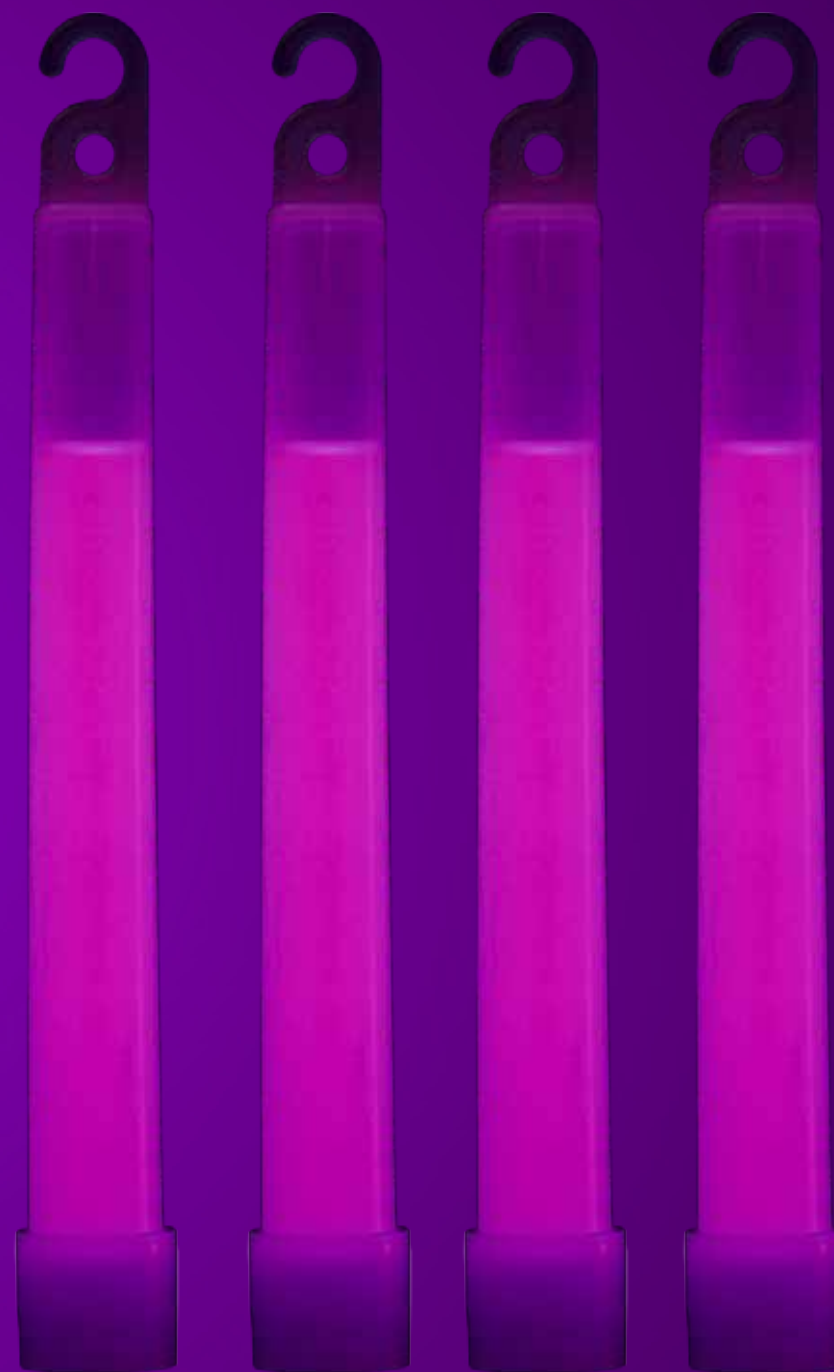


**NOW OUR
BRAND HAS A
VOICE,
AND IT'S ONE
THAT WILL BE
HEARD**



CAN YOU
FEEL THE
ENERGY?

SEE THE **POTENTIAL?**



WHAT DO WE MEAN BY UNEXPECTED?

**UNEXPECTED MEANS MANY THINGS: NOT EXPECTED, UNANTICIPATED,
UNFORESEEN, SURPRISING, AND YES...DELIGHTFUL!**

**THERE ARE INNUMERABLE WAYS TO SURPRISE AND DELIGHT OUR
MEMBERS, BUT THE POINT IS TO MAKE IT MEANINGFUL TO THEM.**

**EXPECT THE UNEXPECTED SHOULD ALWAYS ACCENTUATE THE
POSITIVE AND CAUSE A MEMBER TO TAKE NOTICE.**

UNEXPECTED

WE DO THIS EVERY DAY,
AND WE DO IT **BETTER**
THAN ANYBODY.



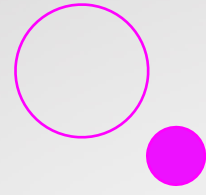
WE WALK THE WALK



**EVEN ON THE PHONE,
YOU CAN FEEL OUR
SMILE**



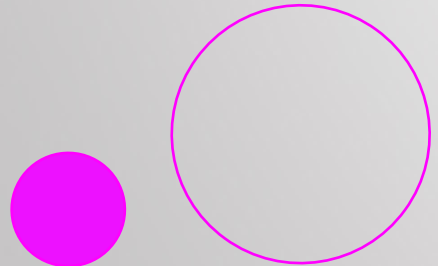
**WE'RE
SUPER,
MAN**

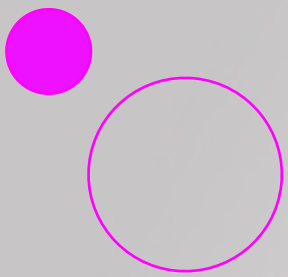


**RELATIONSHIPS
START HERE**



**A LITTLE
INSPIRATION
GOES A
LONG WAY**





**WE SUPPORT OUR COMMUNITY
AND WE AIN'T LION**



WE ARE IN IT TO WIN IT

**THIS IS HOW WE BRING
IT TO THE COMMUNITY.**



**WE GIVE
BACK(PACKS)**



**WE HAVE STARS
ALL AROUND US**



**OUR CEO IS
THE KING
OF BBQ**

A FEW EXAMPLES OF WAYS WE ARE ALREADY UNEXPECTED:



We helped a Member pick out just the right motorcycle.



We make fresh popcorn in branches where our Members love it.



We helped a Member have a baby (it's a long story, but it has to do with an equity line of credit).



We negotiated a car price for a Member, saving her thousands of dollars.

**NOW IS
THE
TIME TO
RAMP
IT UP.**



HOW WILL
YOU BE
UNEXPECTED?

EVERY DAY IS AN OPPORTUNITY.

**TO FIND NEW WAYS TO ENGAGE
AND RELATE TO OUR MEMBERS.
TO GO BEYOND THE EXPECTED
(THAT'S WHAT BANKS ARE FOR).
TO SURPRISE AND DELIGHT EACH
INDIVIDUAL, AND IN THE
PROCESS, BUILD THOSE LASTING
RELATIONSHIPS THAT MAKE
KINECTA... KINECTA.**



ARE
YOU
UP TO
THE

CHALLENGE?



**LET'S GET
THE BALL
ROLLING.**





**WE'RE HAVING A CONTEST TO
GENERATE THE FIRST OF MANY
UNEXPECTED IDEAS OF THINGS WE
CAN DO FOR OUR MEMBERS. COME UP
WITH THE MOST UNEXPECTED OF THE
UNEXPECTED.**



WERE YOU
EXPECTING
THAT?



**ONE FINAL
THOUGHT...**

**FOR KINECTA
EMPLOYEES,
NOTHING IS
IMPOSSIBLE.**

**AND THE
IMPOSSIBLE
IS NOTHING.**



EXPECT THE UNEXPECTED

