



“Classy” meets “cool”  
in a branded branch model

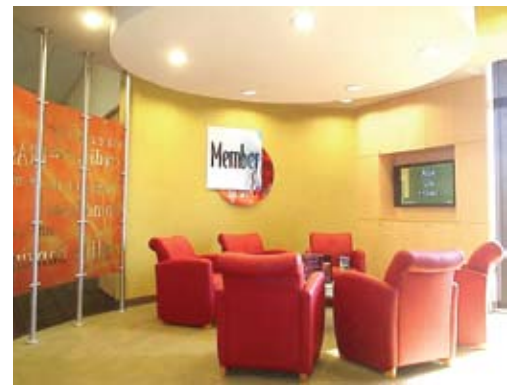
## WEBER MARKETING GROUP CASE STUDY: Kinecta Federal Credit Union

### A branded retail prototype brings Kinecta's "Club Concept" to life.

In 2005, Kinecta Federal Credit Union began exploring new ways to evolve their brand and expressing it in a truly unique way. The result was the "Club Concept." Weber Marketing Group and EHS Design worked together with Kinecta's team to revamp almost every aspect of the credit union in the creation of a new member experience — from new titles and job descriptions to collateral and corporate apparel.

Kinecta's new branch prototype creates an innovative style of hospitality that is expressive of its distinct culture — focusing on providing exceptional products and member service. The new "Club" branch model creates a welcome and comfortable atmosphere by shunning the traditional banking look. The concept draws upon feelings one might have in their favorite bookstore or local café, using bold, eye-popping colors that help create a unique retail space appealing to today's younger, credit-driven consumers.

Members entering the branch can immediately tell how different Kinecta is from other financial institutions. During every minute of their visit, members feel supported and appreciated. They know that the credit union speaks their language, and that financial products and services have been specifically tailored to their unique needs.



#### *The "Club Lounge" for Members*

*Instead of a waiting area, a "Club Lounge" is provided for members' comfort and relaxation. The lounge features branded coffee cups, napkins and a "Play Spot" for kids.*





**Clever Collateral Connects with Members**  
 Dozens of brochures that once cluttered Kinecta's branches were consolidated to create an ultra-simple collection of information that is very straightforward.



**Creating a Smart & Sophisticated Retail Experience**  
 Fun, bold colors are combined with edgy, interesting copy, such as the online banking center. Instead of designating the area as the "Tech Center," a bold multi-dimensional display intrigues members by asking, "What would you do with an extra 15 minutes?"



**Member Concierge**  
 A new greeter desk creates a modern first impression and sets the tone for helpful staff that welcome members with a warm hello and handshake.



**Engaging Member Service & Transaction Zones**  
 The new branch encourages movement and interaction throughout the space. In this unique environment, Kinecta will be able to cultivate new relationships and promote its full range of services.

Make your brand your biggest  
**competitive weapon.**

To transform your organization through branding and integrated marketing,  
or just to have a chat, call us at 206.340.6111.

