



Creating a breakthrough branch
and branded retail prototype
that targets the mass affluent



WMG BRANDING CASE STUDY: North Shore Credit Union

Translating “member wellness” into a unique financial environment

North Shore Credit Union in Vancouver, B.C., selected retail branding experts Weber Marketing Group and architectural partner EHS Design because the credit union wanted a branded environment so distinctive that it would be unrivaled by any other financial institution in Canada. Together, the two firms helped translate the \$1.6 billion credit union’s brand focus of “Member Wellness” into a truly unique and dynamic retail branch environment.

The result was a “West Coast Financial Spa,” a breakthrough branch prototype and new business model that complements the many ways the credit union improves the quality of members’ lives. A new “concierge” creates a personal and intimate member experience, supporting the “Four Seasons” hospitality style the credit union uses to attract an emerging affluent market.

Results have been phenomenal since the new branch prototype was deployed — far exceeding expectations. Deposits at the relocated branch topped \$15 million in the first year, and growth rates have doubled to over 20 percent.



Unique West Coast Design

A combination of native stone, glass, rough hewn woods and fabric were used in the branch to create a distinctive brand image that reflects a dynamic West Coast, Vancouver lifestyle with subtle Panpacific hints. Traditional tellers were eschewed for “teller pods” in front of a zen bamboo wall with plasma screens.





Creating An Engaging Retail Destination as the Branch Centerpiece

A dramatic multimedia retail "Discovery Wall" encourages members to explore and engage with the credit union's brand. Various iterations of the concept are shown here. The wall incorporates a mix of messages and environmental materials in a series of independent displays, including a branded DVD created by Weber Marketing Group. The wall is anchored at one end with a large rock half-in and half-out of the branch. The opposite "end cap" is utilized for rotating promotional campaigns. The basin is filled with polished river rock.



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