

HOW THE MACARTHUR CREDIT UNION BECAME A GOOD NEIGHBOUR AND A MUCH BETTER, MORE PROFITABLE BUSINESS.

The Situation: The Macarthur Credit Union had operated since 1971 in the Macarthur region of south western Sydney.

Over the next 20 years, this region is planned to be the fastest growing urban corridor of any capital city with an influx of up to 200,000 new families.

The challenge for the Macarthur Credit Union was how to make themselves relevant and meaningful to a new population who had no history with the region – and how attract a share of these new customers to a 'local financial institution' and away from the big 4 and other competitors.

The Process: BrandQuest, engaged with the entire senior management team, the Board and key staff to develop and provide a new Brand Strategy within 4 weeks of commission.

With a focus on new customers (but ever-mindful on retention of existing and more conservative Members), the Brand Strategy determined that the Credit Union should target the key motivations of "Relationship" (to tap into the strong community bond it had built over the last 30 years) and "Transparency" in conjunction with the newly developed Brand Essence of 'Good Neighbour'.

A key recommendation was to create a more contemporary brand. Working tirelessly with the Board, BrandQuest then brought the new brand to life through a Brand Development Process. This included a new, contemporary Brand logo and comprehensive set of Brand Guidelines. Using the Brand essence of 'Good

Neighbour' saw the evolution of the name from The Macarthur Credit Union to simply; 'The Mac'. The logo was complemented with a new tagline; "Friendly, Helpful and Supportive".

The new brand was introduced through a complete upgrade and re-branding of the Credit Union's branches, livery, uniforms and all collateral.

Starting 6 months before launch, BrandQuest lead the brand change process with all staff, ensuring they were involved and informed in the journey. This included a comprehensive booklet detailing the 'why's and future' of The Mac.

A month prior to the public launch every customer of the credit union received a background booklet (included within their monthly statement) – informing them of the upcoming changes and providing them the opportunity to contact a specific hot-line with any questions.

The Results: The brand was launched with a comprehensive marketing communications program highlighting the new branding and messaging with a significant local launch campaign that included highway super signs, bus fleets, press and magazine advertising and sponsorship throughout the major regional shopping centre.

All staff have never been more engaged in the Brand – evidenced by the increase in 'products per customer' take-up, as staff shift their customer conversations from being 'sales' based to 'solutions' based.

The business benefits following the brand change:

LOANS PORTFOLIO

TRENDING AT

+14%

- (almost double industry trend)

TOTAL ASSETS

GROWTH

+20%



“Our staff have never been more engaged in the Brand. If you want marketing spin, then BrandQuest is not for you. If on the other hand you are passionate about your business and seek an honest assessment of where you are, where you could be and how to get there – the choice is easy: BrandQuest.”

Dave Cadden, CEO - The Mac

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BrandQuest Engagement process: ▶ Appointment ▶ Brand Alignment Questionnaire to staff ▶ Brand Strategy Workshop ▶ Strategy Presentation ▶ Strategy Finalisation ▶ Implementation

BrandQuest, founded in 2007, is a Sydney based strategy and brand management consultancy that intrinsically believes great brands are born of the founders, staff and the cumulative knowledge a Company possesses and not the result of an outsourced creative endeavour. Clients work with us because they seek: Increased brand and business value, management alignment, clarity and direction delivered with authentic and fearless advice.

