

engaged individuals + creative atmosphere + collaborative partnerships +
strategic thinking = **break-out creativity.**

ELEVATEthinking.™
ELEVATEthinking.™



WHO WE ARE + WHAT WE DO

- ELEVATE is Brand Design and non-traditional Marketing Agency
- we develop brand engagements & compelling consumer experiences that solve to business and organizational goals
- core team of dedicated specialists who know how to work collaboratively
- an approach that surrounds our clients with true discipline experts
- it's our goal to continually engage consumers and clients within a constantly evolving marketing landscape

services. strategy + creative + marketing communications + traditional and “new” advertising + brand identity and guideline development + emerging interactive media + social engagements

MAKING CONNECTIONS WITH OUR TARGET AUDIENCES ARE ESSENTIAL TO SUCCESSFUL COMMUNICATIONS.

- we need to have the insights that enables us to understand how our audience thinks, feels and makes decisions about banking
- we need to understand that each audience is different
- brand strategies, tactics and engagements need to be tailored to meet each audience's needs and wants
- communications not only need to be culturally relevant, but also delivered in ways and venues where people are receptive

consumers choose not only “what” and “when” but “where” and “how” they engage with your brand



UNDERSTANDING THE MEMBER

- members are taking in content from every direction
- they want a credit union to act as an advisor or partner, have an experience that lessens their anxiety about financial decisions
- for many members technology has changed the way they digest content, they're empowered with decision making information delivered through websites, twitter feeds and other online avenues
- we need to communicate to this new member, maximizing all avenues and leveraging your brand across all touch points

what if your marketing initiatives and tactics were developed with the life cycle of the member in mind – providing what's needed now, but more importantly the planning and education for what is needed next.



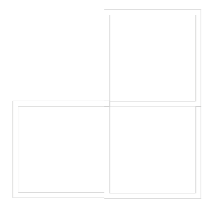
SO WHAT'S CHANGING?

- how we get information
- how we engage with one another (and brands)
- how we make financial decisions, digest content and make purchases

modern marketing is not primarily about technology. it is about ideas and experiences that get people talking.

WE ARE NOW GATHERING AROUND A VIRTUAL WATER COOLER

flickr™

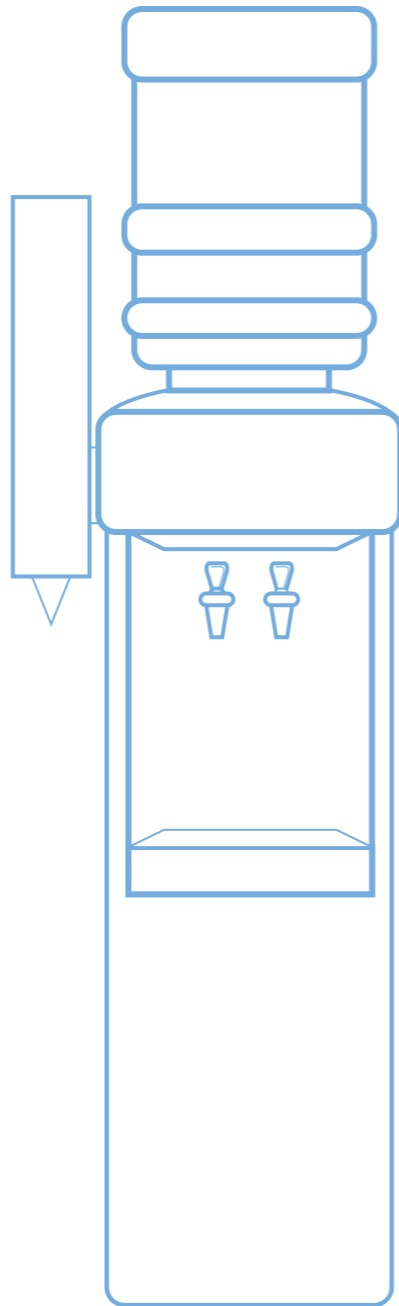


del.icio.us



myspace.com
a place for friends

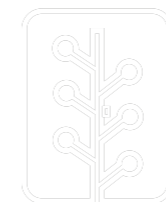
You Tube



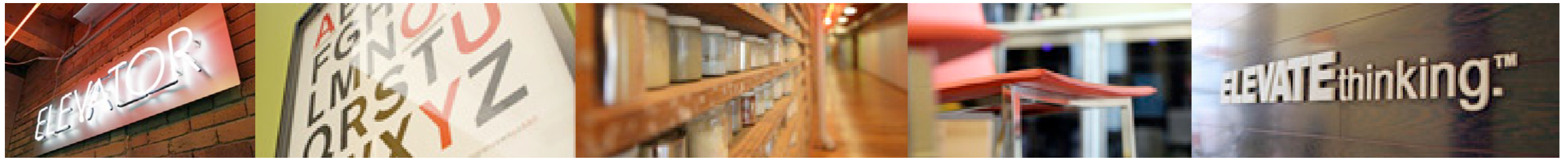
twitter

Linked in.

facebook.



newsvineSM



2008

- 130 million on Facebook – Inside Facebook, December 2008
- 500,000 tweets per quarter – were posted at the end of 2007 - Twitdir
- americans spent more than 4.5 hours per month on smartphones – M:Metrics, May 2008

we have the technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people – Pierre Omidyar, founder, eBay

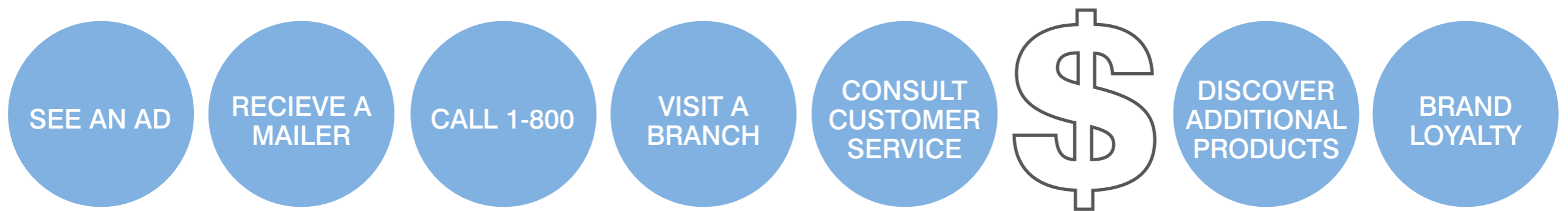


2011

- 500+ million on Facebook – Facebook Pressroom, December 2011
- twitter hits 50 million tweets a day – Mashable, February 2011
- americans spent 3 hours a day using smartphones to access the internet, use social networks, and work on their finances – Rudder Finn, February 2010
- 4.5 million Foursquare users are “checking in” at locations around the world – Foursquare Blog, November 2010

consumer behaviors are substantially evolving ...

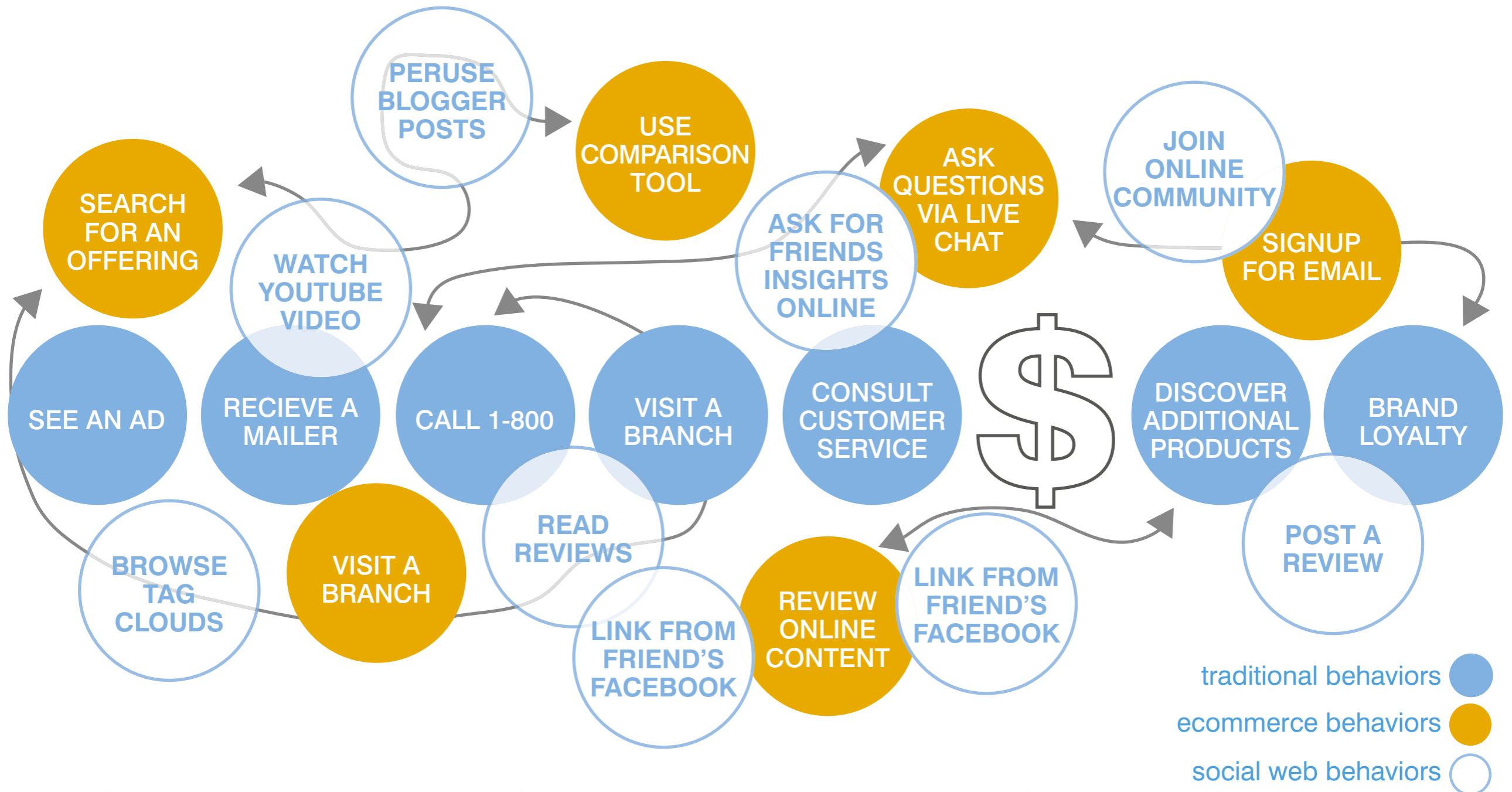
CONSUMER ENGAGEMENT – Resource Interactive



traditional behaviors ●

LINEAR – PREDICTABLE – BRAND-CONTROLLED

THE NEW CONSUMER ENGAGEMENT:



NON-LINEAR – MULTICHANNEL – DIGITAL FIRST



ENGAGING YOUR AUDIENCE

- understanding what drives your audience is critical in delivering content
- the manner, time and platform of the delivery has to be the most acceptable and receptive to our targeted audience
- effective marketing strategy goes beyond measuring the number of consumers you reach...
- your brand must engage your audience and become part of their conversations and experiences

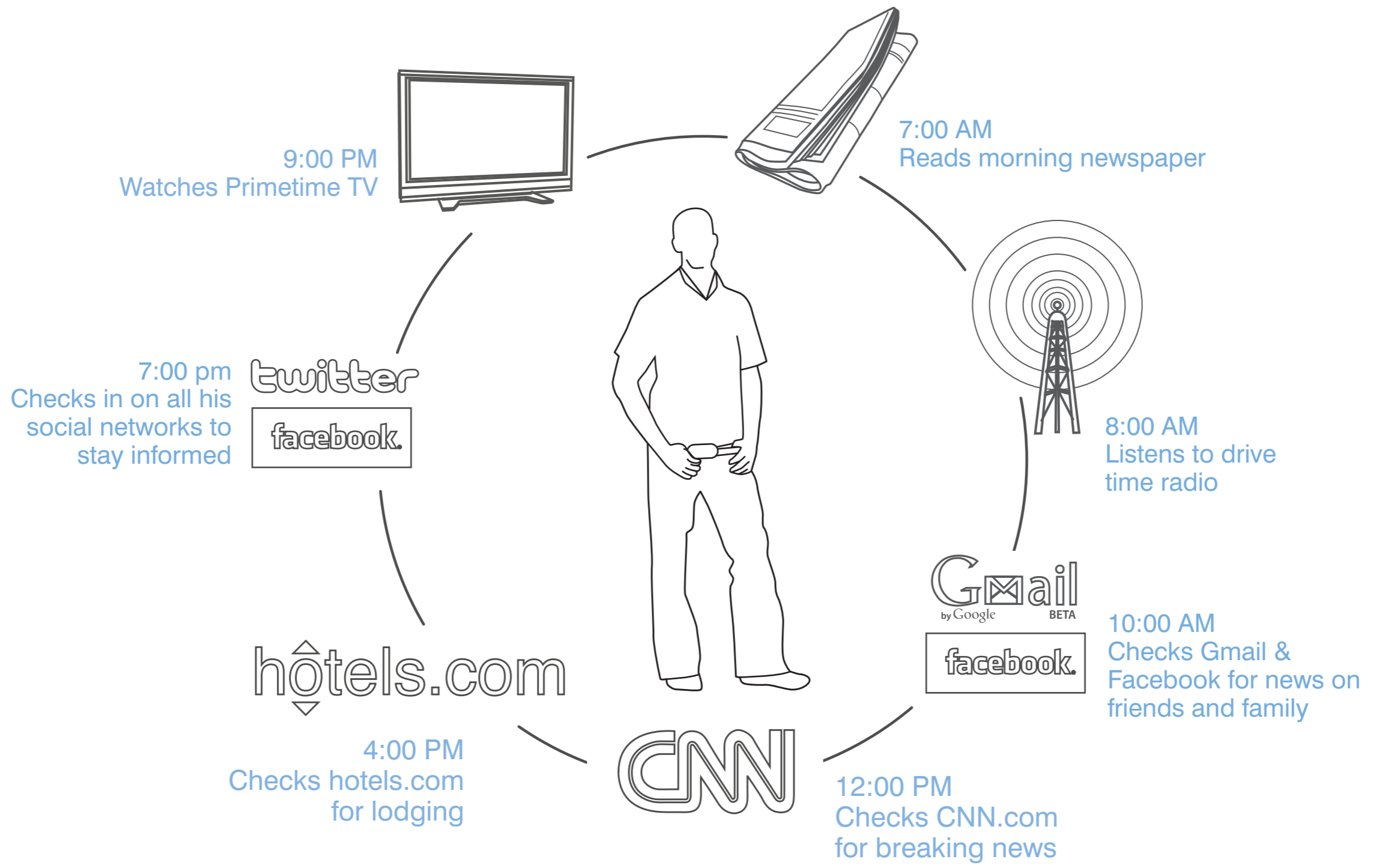
cut through the fluff. because that what it takes to elevate brand awareness, brand recognition and lasting brand loyalty

1 The Right Consumer

2 At the Right Time

3 With the Right Message

4 Through the Right Medium



IT'S IMPORTANT TO STEP BACK FROM THE
DAY TO DAY FOR A FRESH PERSPECTIVE ON
THE CATEGORY AND CONSUMER TO
ENSURE THE STRONGEST STRATEGIES.



2011 CONSUMER/ DIGITAL TRENDS

- mobile: the new PC
- content: detach, define & distribute
- it's better with friends

MOBILE: THE NEW PC
THE DIGITAL CENTERPIECE OF YOUR
CUSTOMERS' LIVES

by 2013, mobile phones **will overtake PCs** as the most common web access device worldwide.

Source: Gartner 2010 | Resource Interactive

MOBILE: THE NEW PC

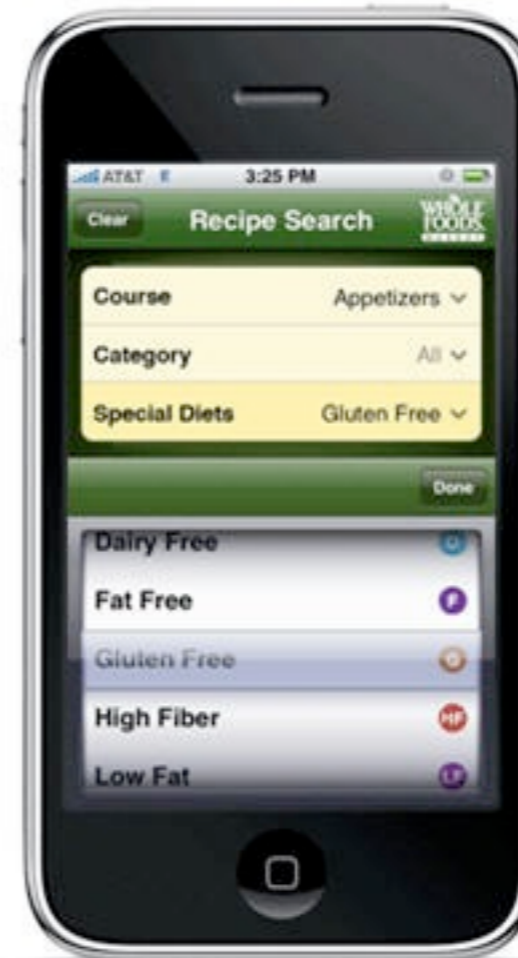
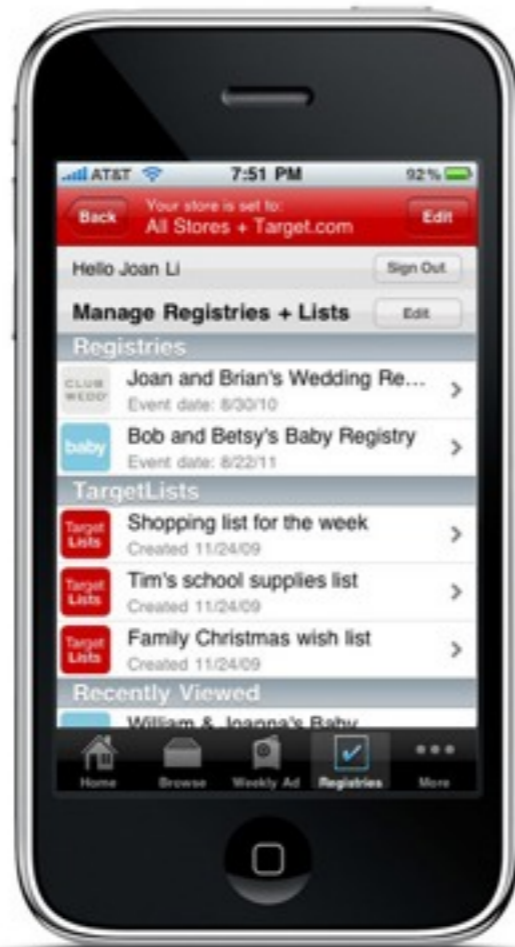
there have been **73.5 million iPhones sold** and there are over **317,000 apps** in the app store with **over 7 billion apps sold** (200 per second)

Data: MobileCrunch - October 2010 | Apple - November 2010 | Resource Interactive

MOBILE: THE NEW PC



Target



Whole Foods



Chase Bank

MOBILE: THE NEW PC

apple has sold more than **7 million iPads**. there are **over 40,000 iPad specific apps** available, and **over 1 million** were downloaded on the first day of availability.

Data: NYT - October 2010 | Apple - November 2010 | Resource Interactive

MOBILE: THE NEW PC



iPad



Samsung Galaxy



HP Slate

CONTENT: DETACH, DEFINE & DISTRIBUTE

THE FRAGMENTATION OF CONTENT

this year, savvy CMOs will utilize digital platforms in new ways to **make their brand an integral and integrated part of their customers' everyday lives.**

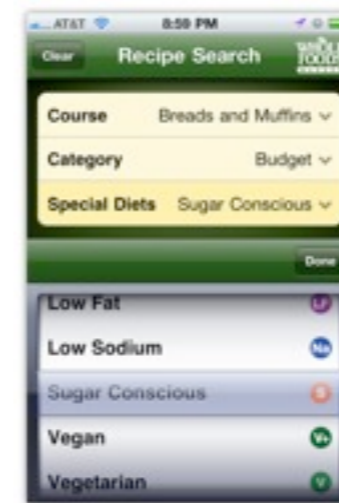
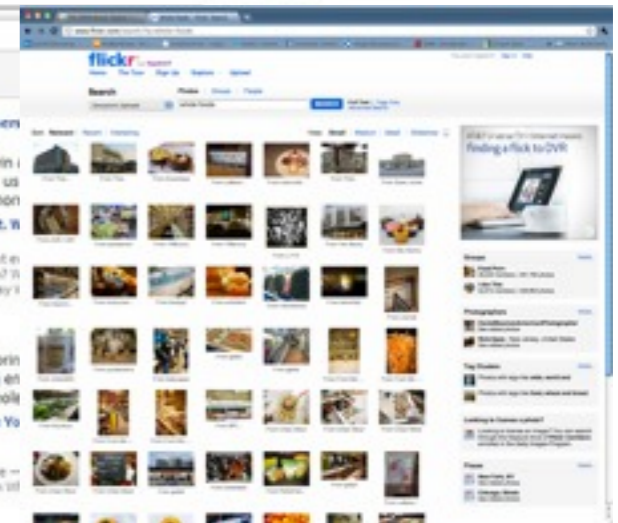
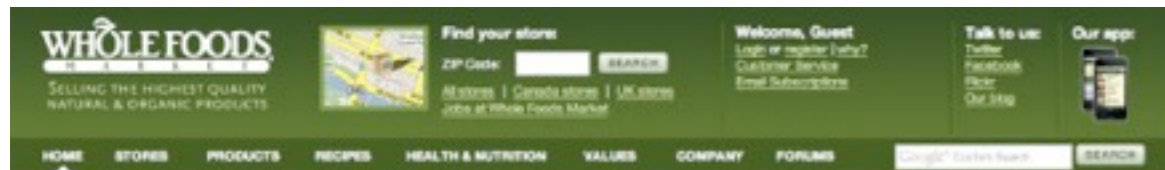
Source: SCDA Digital Outlook - 2010 | Resource Interactive

CONTENT: DETACH, DEFINE & DISTRIBUTE


in the most radical future, **content will come to consumers** – rather than them chasing it – prepare to fragment your corporate website & let it distribute to the social web.

Source: Forrester, The Future of the Social Web - April 2010 | Resource Interactive

CONTENT: DETACH, DEFINE & DISTRIBUTE: Whole Foods



IT'S BETTER WITH FRIENDS:
THE NEW, SOCIALLY POWERED WEB

we expect in the first 24 hours alone we're going
to **serve 1 billion**  **buttons** on the web.

Source: Mark Zuckerberg, Facebook - April 2010 | Resource Interactive

IT'S BETTER WITH FRIENDS:

65 million Facebook users  things daily.

Data: Facebook - July 2010 | Resource Interactive

IT'S BETTER WITH FRIENDS:

more than **2 million websites** have integrated with Facebook, including **over 80 of comScore's U.S. top 100 websites.**

Data: Mashable May 2010 | Resource Interactive

IT'S BETTER WITH FRIENDS: Levi's

The screenshot shows the Levi's Friends Store website. At the top, there's a navigation bar with links for E-MAIL, MY ACCOUNT, STORE LOCATOR, and TRACK ORDER. Below that, a search bar and a shopping bag icon are visible. The main header features the Levi's logo and navigation links for MEN, WOMEN, JUNIORS, KIDS & BABY, and EXPLORE. A prominent banner reads "FREE SHIPPING ON ORDERS OF \$100 OR MORE SEE DETAILS". Below this, the text "FRIENDS STORE" is displayed in a large, white, handwritten-style font, followed by the tagline "Like-minded shopping starts here". A filter bar allows users to "FILTER BY CATEGORY" and shows "ALL" selected. The main content area is titled "SEE WHAT YOUR FRIENDS LIKE ON LEVI'S!" and includes a "Connect with Facebook" button. Underneath, a section labeled "EVERYONE LIKES" displays a grid of six jeans products, each with a "Like" button and a count of likes. The products are: 501® Original Jeans - Dark Aged (660 likes), Low Skinny 531™ Jeans - Black Sheen (441 likes), 5 Pocket Legging - Rinse (475 likes), 501® Original Jeans - Premium Chipped Rigid (379 likes), Slim Straight 514™ Jeans - 3D Coated (326 likes), and 501® Original Jeans - Rigid Rinse (275 likes). A right-hand sidebar features a "Levi's on Facebook" widget with a "Like" button, a promotional message about free shipping, a "DECLARE YOUR LIKES" graphic, and a "Levi's Earth Day" question: "How often do you wash your jeans?". At the bottom of the sidebar, it states "293,484 people like Levi's".

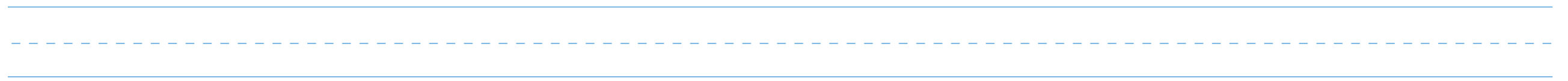
LIKE-MINDED
SHOPPING STARTS HERE



TRANSITION SLIDE TO COME BEFORE MOVIE



Source: Resource Interactive



A BRAND IS MORE THAN A LOGO OR A WEBSITE
– IT IS A COMPLETE PERSONALITY. ONE THAT
DRIVES THE FOCUS OF THE AUDIENCE AND
ENGAGES THEM ON A PERSONAL LEVEL.