

# UniWyo Federal Credit Union

## CLIENT



## ASSETS

**\$700M**

## MEMBERS

**51K**

## SITUATION

UniWyo FCU had a recognizable logo, but the credit union's leadership realized it didn't have total staff buy-in to the brand. In other words, strong visuals alone were not enough to connect with employees and the community. UniWyo needed a more **holistic brand** that reflected their unique identity and impacted the member at every touchpoint.



*It's helped referrals, being able to cross sell. We've had more paid-out referrals because of this. We've been able to really connect with our members more.*

– Mindy Uitterdyk, VP of Marketing at UniWyo FCU.

## ACTIONS

UniWyo enlisted On The Mark Strategies to help the credit union **build out its brand** during a crucial growth period. On The Mark Strategies helped the management team develop **“The Bold Life Code,”** UniWyo's unique brand and community interaction standards. Then, staff participated in a brand camp to understand the importance of the new brand and establish buy-in.

After the initial branding and training sessions, On the Mark Strategies continued providing support to UniWyo via ongoing **brand and leadership training**. Follow-up assistance was crucial as the credit union made modifications along the way.

## RESULTS

UniWyo's new brand enhanced staff engagement and member interaction with the credit union. Service became about truly helping the members rather than simply being nice. UniWyo's leadership also saw **incredible downstream business effects**. UniWyo hit their yearly financial goals, including new member growth, products per household, loan growth and ROA.

