

# Credit Union Central Falls

**Objective** Determine the most appealing new name to increase perceptions that the institution is not just local with limited services.

**Data Source** Telephone and online surveying of customers and prospects

**Question** *“What’s your reaction to the name Navigant Credit Union?”*

**ThoughtSCAN**<sup>®</sup>

VERBATIMS  
established  
services  
full

ThoughtScan Frequency  
53  
47  
31

**ThoughtTalk** *“Navigant sounds big time and **established**.”*  
*“It gives you the impression that they offer **full services**.”*  
*“It’s a big time **full service** bank, not a local credit union.”*

**Results** Navigant Credit Union was launched successfully. Pre/Post advertising reflected a 52% increase in awareness.

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