

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[®]

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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