



CASE STUDY:

iTHINK FINANCIAL REBRANDING CAMPAIGN

Launched a full rebranding campaign including updating creative assets across platforms to transition members to the new brand, aiming to retain and grow membership and encourage utilization of products and services.



INDUSTRY

FINANCIAL
CREDIT UNIONS



AUDIENCE

CURRENT MEMBERS
POTENTIAL MEMBERS



CATEGORY/ TACTICS

DIGITAL MARKETING
SOCIAL MEDIA MARKETING
VIDEO PRODUCTION
PRINT MARKETING
CONTENT DEVELOPMENT
CREATIVE ASSETS REFRESH
REPORTING



Brand Introduction Video

Play Video

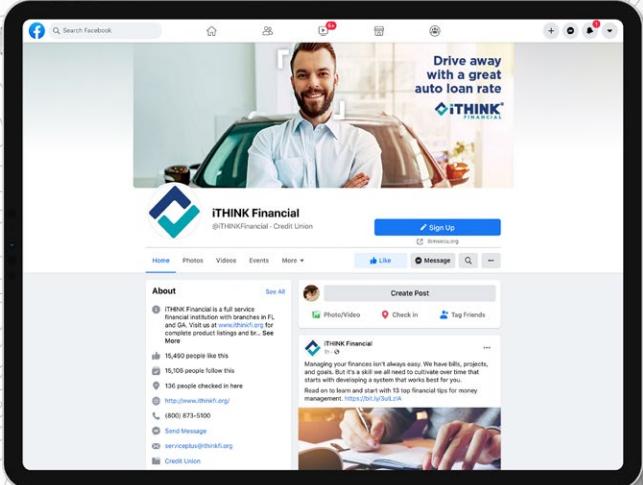


IDEAS.

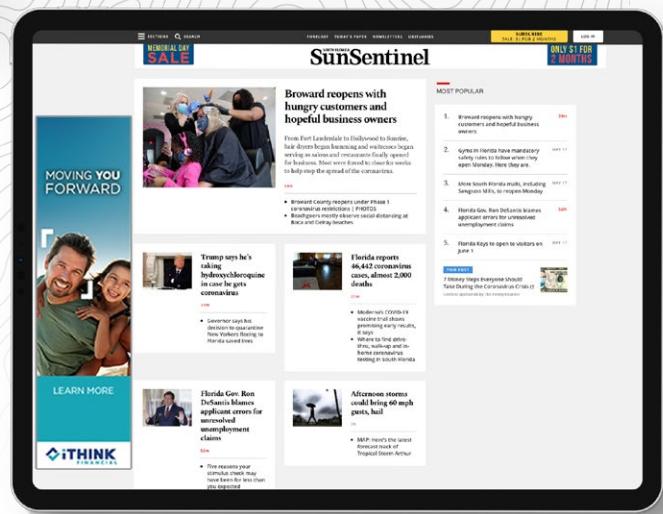
iTHINK Financial, formerly known as IBM Southeast Employees' Credit Union, had big ambitions to undergo a full rebrand to grow members while encouraging current members to better utilize their products and services. They looked to evok for innovative ways to conquer the brand transition and to place their credit union on the map as a trusted financial institution across the nation.



CASE STUDY: iTHINK FINANCIAL



Facebook Header



WORK.

As a full-service partner to iTHINK Financial, evok provides the credit union with services extending from digital strategy, social media management, video and content marketing, to print collateral for events, promotions, products and services.

To ease the rebranding process without overwhelming members, our team progressively revamped all creative pieces to align with the new iTHINK Financial brand and included messaging of what members could expect before, during and after the transition. These rebranded pieces included home loan and auto loan promotions, as well as ads to increase foot traffic for their “Meet with a Financial Advisor” events.

We also cultivated and shared entertaining, educational and enlightening content on all platforms, including a YouTube video, to reinforce their new brand promise of “Moving You Forward.” In turn, our efforts have helped iTHINK Financial strengthen member retention and expand reach across their website and social channels.

Programmatic Banner Ads

CASE STUDY: ITHINK FINANCIAL

Thinking about home renovations, remodeling or repairs? Apply for a Home Equity Line of Credit.

800.873.5100, ext. 7722 | ithinkfi.org/loans/mortgages | mortgage@ithinkfi.org



HELOC Flyer



TrueCar Flyer



RESULTS.

83,000+ views

on new iTHINK Financial branding video in 3 weeks

11.6% increase

YOY web page views for Q1 during rebrand launch

159.18% increase

YOY Facebook impressions in Q1 during rebrand launch

37% increase

in calls to branches in Q1

KEY TAKEAWAYS

iTHINK Financial's rebranding initiative demonstrates how thoughtful strategy and creative execution can turn a brand transition into an opportunity for growth. By delivering a consistent and reassuring message across every touchpoint, evok guided members smoothly through the name change while strengthening brand recognition and engagement. Through integrated digital, social, and traditional media efforts, the campaign not only increased awareness of the new iTHINK Financial identity but also inspired members to explore additional products and services. The results highlight the value of a clear vision, cohesive storytelling, and data-informed creativity in redefining a financial brand for long-term success.