



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

CASE STUDY: ITHINK FINANCIAL



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 evoke 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.



IBM MSECUCU

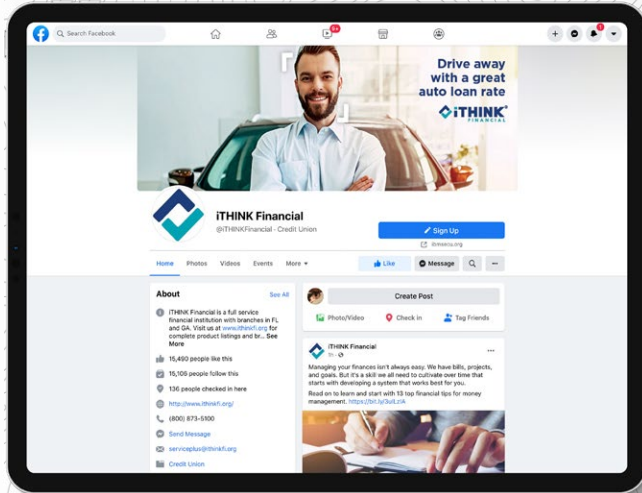
IS NOW



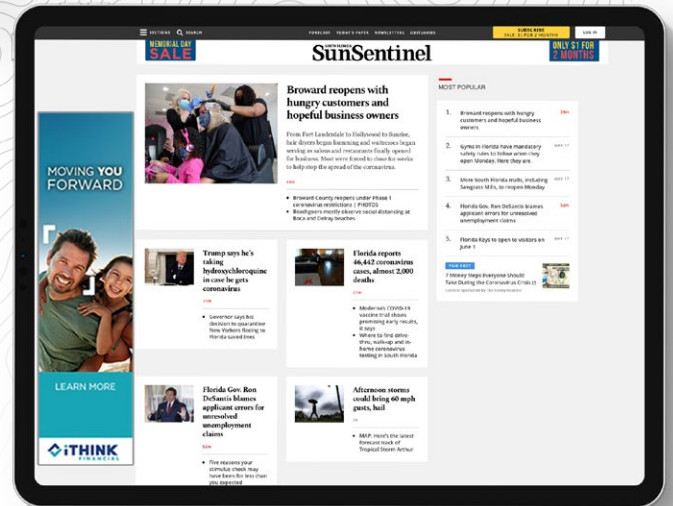
iTHINK[®]

FINANCIAL

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Facebook Header



Programmatic Banner Ads



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.

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



*APR = Annual Percentage Rate. Home Equity Line of Credit (HELOC) rates are variable and based on creditworthiness and other factors, so your rate may differ. Rates subject to increase based on market conditions. Maximum APR of 18.00%. Minimum credit line is \$7,500. Applications must be received by 3/31/20 and funded by 5/31/20 to qualify for promotional offer. Must maintain a \$10,000 average balance for the first 30 days to get promotional rate for 12 months. If member doesn't take minimum draw, the rate can change each month. If the HELOC is discontinued or closed within 3 years and the credit union paid your closing costs, the credit union will be reimbursed for the actual closing costs up to a maximum of \$1,200. Offer available on owner-occupied homes. No closing costs feature available on loans up to and including \$100,000. In certain circumstances, a borrower may need to pay for an appraisal and/or title fees, and property and flood insurance may be required. Consult your tax advisor on potential tax benefits. Certain states may not be eligible. Other terms and conditions may apply. Contact a mortgage representative for details. Prior bankruptcy will require member to pay for a lenders title policy and fees even if borrowing less than \$100,000. iTHINK Financial membership required. Membership and accounts subject to qualification. Please refer to ithinkfi.org or contact a Mortgage Loan Officer at 800.873.5100 ext.7722 for terms, conditions and fees. Federally insured by NCUA.

Moving you toward your new ride

Use TrueCar and Save
2.5% APR*
on Your Auto Loan
with iTHINK Financial

iTHINK
COMMUNITY FOUNDATION

Giving back to our community.
TrueCar and iTHINK Financial will both donate \$75 for a total of \$150 for every car purchased through our car buying service this March. Donations will be used to improve the lives of children and families in the communities we serve.

800.873.5100 | ithinkfi.org/loans/vehicle-loans | loans@ithinkfi.org

*APR = Annual Percentage Rate. iTHINK Financial membership is required to qualify for this promotion. Offer subject to credit review. Applications must be received by 3/31/20 and funded by 5/31/20 to qualify for this promotion. Offer available on owner-occupied homes. No closing costs feature available on loans up to and including \$100,000. In certain circumstances, a borrower may need to pay for an appraisal and/or title fees, and property and flood insurance may be required. Consult your tax advisor on potential tax benefits. Certain states may not be eligible. Other terms and conditions may apply. Contact a mortgage representative for details. Prior bankruptcy will require member to pay for a lenders title policy and fees even if borrowing less than \$100,000. iTHINK Financial membership required. Membership and accounts subject to qualification. Please refer to ithinkfi.org or contact a Mortgage Loan Officer at 800.873.5100 ext.7722 for terms, conditions and fees. Federally insured by NCUA.

Moving you toward your dream home

AS LOW AS
4.00% APR
FOR 12 MONTHS*

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

iTHINK
FINANCIAL

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HELOC Flyer

TrueCar Flyer



RESULTS.

83,000+ views

on new iTHINK Financial branding
video in 3 weeks

159.18% increase

YOY Facebook impressions in Q1
during rebrand launch

11.6% increase

YOY web page views for 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, evoked 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.