



The Informed Banker
Speaker Series



Turn Your Brand Into a Lifestyle

August 22, 2019

The content for this presentation was created by Alexandra Gekas.
The views and opinions expressed herein are those of the author, Alexandra Gekas
and do not necessarily reflect those of Harland Clarke.

Presenters



Alexandra Gekas

Vice President, Marketing & Engagement



Moderator

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Director of Strategic Business Alliances





WHAT IS A LIFESTYLE BRAND?

LIFESTYLE:

associated with, reflecting, or promoting an enhanced or more desirable way of life for an individual, group, or culture.

BRAND:

a public image, reputation, or identity conceived of as something to be marketed or promoted

Source: Merriam-Webster

WHAT SUCCESSFUL LIFESTYLE BRANDS DO:

- They **know their customers** on an extreme level.
- They seek to build **community** and be **purpose driven**.
- They **avoid selling** for selling's sake. The brand sells itself.



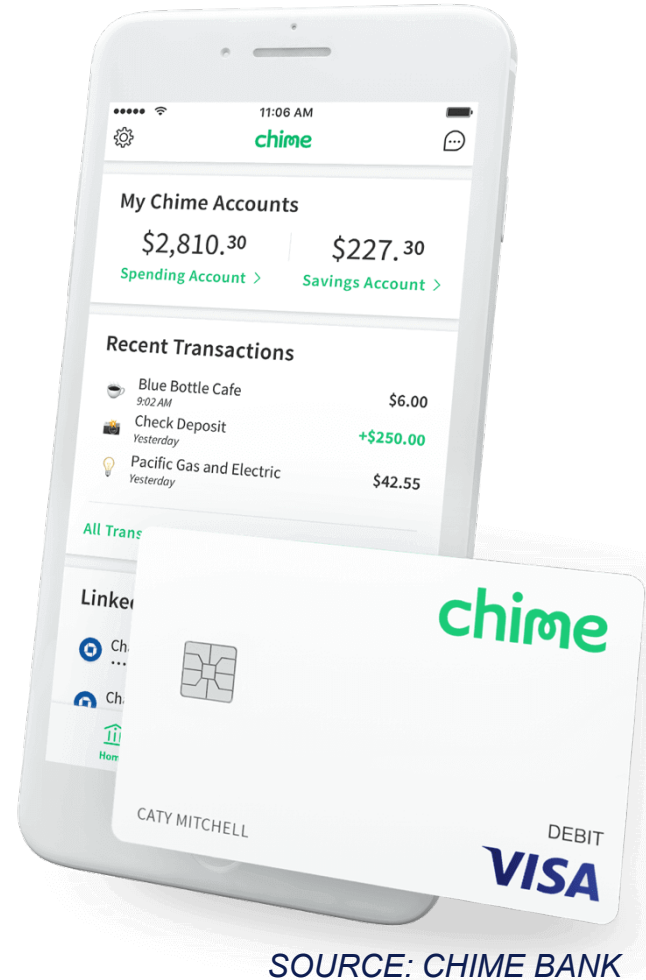
A large, light orange decorative swirl graphic is centered on the page, behind the text.

KNOW YOUR CUSTOMERS

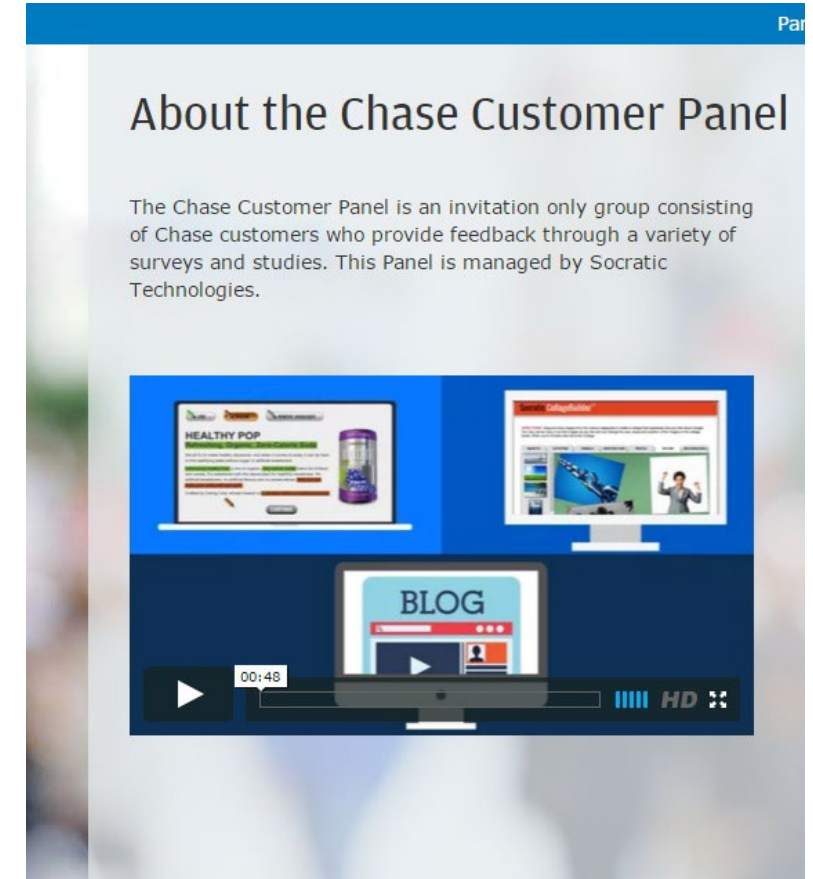
Get To Know Your Members Better



SOURCE: YOUTUBE

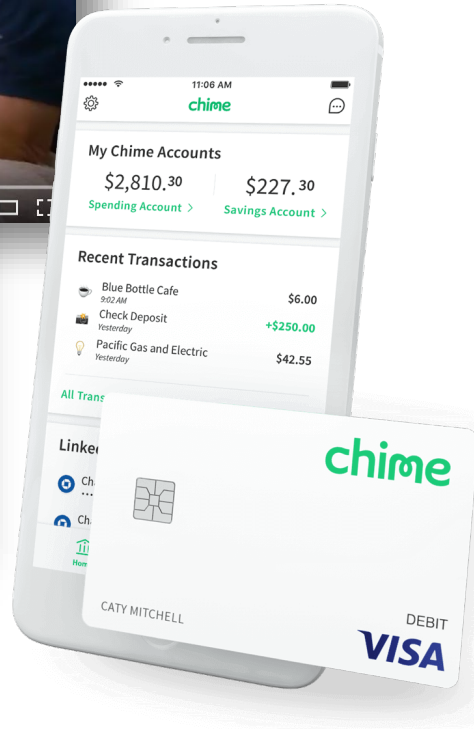


SOURCE: CHIME BANK



SOURCE: MYFICO FORUMS

Get To Know Your Members Better



- Make it a priority to get out and meet with your members.
 - Use the interviews as real-life and relatable member stories.
 - Take the feedback and improve.
- No excuses, get out there.

Get To Know Your Members Better

The screenshot displays the 'About the Chase Customer Panel' page. It includes a navigation bar with links to 'Panelist Services', 'Flashpolls', 'Activities', and 'Available Surveys'. The main content area features a description of the panel, a video player showing various digital assets, and a 'Current flashpoll' section. The flashpoll asks, 'Over the next two years, what do you think the state of the U.S. economy will be compared to its current state? (Select one)'. The results are shown as horizontal bars: 'Much better' (7.8%), 'A little better' (39.7%), 'About the same' (29.7%), 'A little worse' (16.9%), and 'Much worse' (5.9%). A 'Thank you for voting.' message is at the bottom of the poll results.

Response	Percentage
Much better	7.8%
A little better	39.7%
About the same	29.7%
A little worse	16.9%
Much worse	5.9%

- Create a panel of advocates.
- Use social and email surveys to gather more intel.
- Combine data and utilize it.



SHOWCASE YOUR PURPOSE

6 IN 10 YOUNGER
CONSUMERS CLOSELY
CONSIDER A COMPANY'S
ETHICAL VALUES AND
AUTHENTICITY.

SOURCE: [ACCENTURE](#)



IMAGE SOURCE: TOMS SHOES





TAKE A CONSULTATIVE APPROACH

DON'T MARKET A PRODUCT, MARKET A LIFESTYLE





Banking 101

Saving

Budgeting

Career & Education

Family Finance

Retirement

Lifestyle

Lifestyle

All Articles

Holiday Spending

House & Home

Travel & Leisure



Newest

6 Ideas for Budget-Friendly Summer Fun



Newest

5 Secrets to Saving Money as a Wedding Guest



Newest

8 Ways to Save Money on Date Night

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Q&A Wrap Up



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Type your question in the questions panel 



[harlandclarke.com/LinkedIn](https://www.harlandclarke.com/LinkedIn)



[harlandclarke.com/Twitter](https://www.harlandclarke.com/Twitter)

***Presentation materials and video replay
will be provided within one week.***



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