

Prosperity ONE Credit Union Hires Creative Brand Communications for Brand Development

CBC to develop new look, brand strategy and brand awareness campaign for Ontario-based Prosperity ONE Credit Union.

January 7, 2010 (FPRC) -- PORTLAND, OR -- Creative Brand Communications, Inc. (CBC), a full-service marketing and brand development agency for forward-thinking banks and credit unions, today announced that it has been commissioned to reinvent the Prosperity ONE Credit Union brand and develop a brand awareness campaign that will promote the credit union's new image.

Through its proprietary Brand Discovery process, CBC will work with the Ontario, Canada-based Prosperity ONE to develop a strong brand and defined, differentiated market position. The positioning will be supported by a new look and feel that clearly communicates the credit union's unique brand story. A comprehensive brand awareness campaign will introduce Prosperity ONE's updated brand to members and the wider community.

"We are very excited to enhance Prosperity ONE's brand and develop stronger relationships with our members, employees and community," said Michael Shepherd, CEO of Prosperity ONE Credit Union. I am confident that this branding experience will provide a solid foundation for our marketing strategy and will enable us to take our credit union to the next level".

"Prosperity ONE is a very unique credit union with an interesting story, loyal members, and strong community involvement," says Jeff Stephens, CEO of Creative Brand Communications, "Our Brand Discovery process will enable them to compete on brand experience, rather than rates and commoditized products alone. Prosperity ONE's new look isn't just a cosmetic makeover – it's a reflection of their market position and updated brand strategy."

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About Creative Brand Communications

Creative Brand Communications, Inc. is a Portland, Oregon-based full-service multi-sensory marketing agency and experiential brand development agency, specializing in building strong brands and innovative marketing programs for forward-thinking credit unions and banks. Visit www.creative-brand.com for more information. PSST! Word of Mouth Marketing for Banks and Credit Unions is the word of mouth marketing division of Creative Brand Communications, and is the only word of mouth marketing agency specializing exclusively in credit union buzz marketing. Visit www.psst-marketing.com for more information.

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